



Away-From-Home Tissue and Hygiene in the Czech Republic

April 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Essity and Metsä Tissue Drive Innovation as Hygiene Standards Rise

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends Away-from-Home

INDUSTRY PERFORMANCE

Essity and Metsä Tissue Drive Innovation as Hygiene Standards Rise

Procurement Teams Prioritise Sustainability, Reshaping Supplier Competition

Chart 2 - Sustainability is fundamental in AFH tissue and hygiene

Touch-Free Dispensing and Premium Hygiene Solutions Fuel Brand Adaptation

Chart 3 - Brands are adapting to higher standards within the AFH industry

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Touch-Free Dispensers Reshape Hygiene Standards as Demand Shifts

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Ageing Population Boosts Demand for Institutional Hygiene Solutions

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Leverages Hygiene Expertise to Retain Institutional Loyalty

CHANNELS

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Online Procurement Platforms Streamline Restocking for Smaller Facilities

Framework Contracts and Digital Tools Drive Supplier Collaboration

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Flat Performance as Shoppers Make Value Choices

KEY DATA INSIGHTS

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INDUSTRY PERFORMANCE

Flat Performance as Shoppers Make Value Choices

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Chart 18 - Premium demand is growing in formats where comfort and durability are highly visible

Sustainability Claims and Responsible Sourcing Redefine Quality and Trust

Chart 19 - Value Sales 2020-2030

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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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CHANNELS

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ECONOMIC CONTEXT

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CONSUMER CONTEXT

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