



Away-From-Home Tissue and Hygiene in Morocco

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Booming tourism industry boosts AFH tissue sales

AFH adult incontinence sees continued dynamism

Premium offerings gain traction

PROSPECTS AND OPPORTUNITIES

Strong growth ahead for AFH tissue and hygiene, driven by tourism and enhanced hygiene standards

Horeca outlets will remain dominant contributors to sales

International players to embrace premiumisation

CATEGORY DATA

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Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024

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Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Tissue and Hygiene in Morocco - Industry Overview

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MARKET DATA

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