



Tissue and Hygiene in the US

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Growth in AFH tissue driven by quality expectations and policy changes

Despite growth, shifting preferences in long-term care hinder growth for AFH adult incontinence

Innovative moves by established tissue players to restructure activity

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Comfort will lead innovation in AFH incontinence, and return-to-work and global warming to drive growth for AFH boxed facial tissues

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Ongoing financial uncertainty makes cost reduction and supply optimisation key business priorities

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