



Away-From-Home Tissue and Hygiene in the Philippines

March 2025

Away-From-Home Tissue and Hygiene in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased national spending on infrastructure boosts away-from-home tissue and hygiene growth in 2024
Growth in the demand for AFH adult incontinence products in line with ageing population
SCPA and Kimberly-Clark continue to serve their corporate clients with a wide range of quality AFH products

PROSPECTS AND OPPORTUNITIES

Tourism trends set to benefit sales of away-from-home tissue and hygiene in the coming years
Retail competition will improve away-from-home offerings in the future
Brands may expand their product offerings to boost share

CATEGORY DATA

Table 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024
Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024
Table 3 - Sales of Away-From-Home Paper Towels by Type: % Value 2019-2024
Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024
Table 5 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024
Table 6 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2024-2029
Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Tissue and Hygiene in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 8 - Birth Rates 2019-2024
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Table 10 - Female Population by Age 2019-2024
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Table 16 - Forecast Households 2024-2029

MARKET DATA

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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