



Away-From-Home Tissue and Hygiene in North Macedonia

April 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

INDUSTRY PERFORMANCE

Public Institutions and Horeca Drive Post-Pandemic Hygiene Investments

Chart 1 - Price-Sensitive Consumers Are the Focus of Local Afh Tissue and Hygiene Manufacturers

Bulk Purchasing by Institutions and Horeca Supports Volume Gains

Government Health Initiatives Boost Demand for Hygiene Essentials

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Horeca and Public Spending Expected to Offset Shrinking Population

Paper Towels Set to Rebound as Businesses Prioritise Hygiene and Convenience

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CHANNELS

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CHANNELS

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Chart 23 - Retail Channels 2020-2025

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Chart 24 - Economic Context for Tissue and Hygiene

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