We invited **Kimberly-Clark Professional** to share their perspective on the **Cleaning & Hygiene** category.

As part of this Knowledge Hub feature, we posed a series of questions to Kimberly-Clark Professional who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: Kimberly-Clark Professional

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Hygiene Trends - The New Normal

Why Hygiene Expectations Have Shifted

Higher hygiene expectations are now embedded. Customers now want visible hygiene measures, touch free dispensing and trusted brands like Kleenex® and Scott®. What was once a temporary shift is now long-term behaviour.

Why System-Based Solutions Are Growing

Growth in closed, controlled dispensing systems
To reduce wastage and improve hygiene, customers are choosing system-based solutions. KCP's ICON™ and Aquarius™ ranges meet this demand with attractive, reliable and hygienic dispenser systems.

How Sustainability Is Shaping Decisions

Increased focus on sustainability - Demand has grown for:

- FSC-certified fibre products
- Reduced-plastic packaging
- Higher yield formats that reduce transport and waste

Scott® systems are especially strong in this area.

Why Industrial Environments Are Changing Their Approach

- Industrial environments seeking higher performance wiping
- Manufacturing and logistics sectors continue to shift from rags and reusable cloths to WypAll® engineered wipers for efficiency, hygiene and cost predictability.

How Hybrid Working Has Changed Consumption Patterns

- Hybrid working driving variable traffic
- Customers want high-capacity solutions that can cope with fluctuating occupancy - Scott® and Kleenex® systems offer long refill intervals and reduced maintenance.

What These Trends Mean for Organisations

Overall, demand has shifted towards solutions that deliver hygiene confidence, improved user experience, waste reduction and measurable cost-in-use benefits - areas in which Kimberly-Clark Professional™ is strongly positioned.