We invited **Metsa Tissue** to share their perspective on the **Cleaning & Hygiene** category.

As part of this Knowledge Hub feature, we posed a series of questions to Metsa Tissue 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: Metsa Tissue

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Market Opportunity and Growth

Sectors with Strong Repeat Purchase Potential

In a Katrin washroom consumables context, and thinking that everyone has washrooms, needs toilet roll and needs hand drying, the simple answer is all sectors. However, some examples include:

- Facilities Management (FM) or Contract Cleaning: multi site contracts, SLAs and standardisation drive high repeat refills, planned replenishment and ongoing optimisation.
- Healthcare (NHS, clinics, care homes): strict infection control routines, audit readiness and high hand hygiene usage create dependable repeat demand.
- Education (schools, colleges, universities): large daily footfall, predictable term time replenishment and holiday deep cleans drive regular ordering across washrooms and classrooms.
- Hospitality and HoReCa (hotels, restaurants, cafes): guest experience depends on always stocked washrooms plus back of house hygiene routines.
- Food manufacturing and production: documented cleaning regimes, compliance expectations and shift patterns create consistent, scheduled repeat purchasing.
- Manufacturing, warehousing and logistics: high headcount, PPE usage, canteens or washrooms and shift based cleaning schedules generate steady replenishment.
- Retail, leisure and public venues: heavy public footfall and reputation risk mean frequent top ups and strong demand for washroom consumables and waste streams.
- Offices and commercial workplaces: broad base of demand, ideal for starting out, standardising washrooms across sites and layering on sustainability and cost in use improvements.

Industries Most Likely to Buy Through Dealers

Most organisations buy cleaning and hygiene via dealers, especially where they want consolidated invoicing, regular deliveries, credit terms and help with range choice and standardisation.

The highest dealer fit customers are typically:

- SME and local multi site organisations that prefer a single supplier for multiple categories and value delivery reliability and stockholding.

- Facilities Management (FM) and contract cleaning firms who buy on behalf of end users and need standardised, repeat replenishment across sites.
- Core dealer served end user sectors include offices or commercial workplaces, education, hospitality or HoReCa, manufacturing or warehousing, retail and leisure venues and healthcare or care settings.
- Dealers are especially strong where there is a service layer: washroom systems, onboarding or changeovers, site audits, stock management and quick response when issues occur.
- Some large or highly standardised national accounts may buy direct from manufacturers, but dealers often still win the day to day supply by combining categories and providing local service.
- Buying groups or dealer networks can also be a route to market by providing access to range, pricing and fulfilment. Examples include INPACS, Jangro and Socius.

Seasonal and Cyclical Buying Patterns

- Winter illness or infection season (typically Oct to Mar): increased demand for hand hygiene, wipes, surface disinfection, tissues and higher washroom throughput planning.
- Education term cycles: deep cleans and refits over summer, then September term start restock, with smaller spikes in January and around exam periods.
- Hospitality or leisure peaks: higher footfall around bank holidays, summer travel and Christmas or New Year.
- Public sector or healthcare budget cycles: UK financial year end can drive purchasing in late Q4, while winter pressure planning can trigger earlier stock builds in autumn.
- Shutdowns, refurbs and deep clean windows: many sites plan intensive cleaning during summer and Christmas closures.
- Event driven spikes: conferences, weddings, festivals, sports fixtures, open days and seasonal promotions.
- Audit or tender cycles: customers often tighten standards and documentation ahead of audits or contract renewals.
- Weather driven demand: spring or summer can lift demand for tissues or hand hygiene in high traffic sites during allergy season.

Finding New Opportunities in Existing Accounts

In the washroom category, such as that serviced by Katrin, opportunities include:

- Offer a quick site walkthrough: a 10 to 15 minute washroom or hygiene audit often reveals fast wins like SKU rationalisation, par levels, signage or targeted dispenser fixes.
- Look for standardisation opportunities: mixed dispenser estates, multiple tissue or soap formats or whatever is cheapest this month usually drives waste and complaints.

- Start with basket gap analysis: review sales data to spot missing must have lines and build a simple target list for outreach.
- Use simple trigger moments: onboarding a new site, contract renewal, complaints, runouts, staffing changes, audits, seasonality or refurbishments.
- Map the stakeholders inside the account: procurement may place orders, but FM, cleaners, H&S and site managers feel the day to day pain.
- Create attach rules for every order: tie refills to dispensers, add liners to bins, add cloths or tools to chemicals and add PPE or signage to risk led conversations.
- Run quarterly range reviews: agree KPIs and use the review to propose one improvement and refresh the replenishment plan.
- Use a simple outreach line: You are already buying X from us. Would it help if we did a 10 minute washroom and hygiene check to reduce runouts and waste

Trends Shaping the Future of Workplace Hygiene

- Sustainability is moving from nice to have to a buying requirement. Companies such as Metsa Tissue, who can demonstrate an auditable end to end supply chain, are gaining an advantage.
- Greater scrutiny of claims and documentation: certifications and supplier questionnaires.
- More measurement and proof: customers increasingly ask for simple metrics such as consumption, waste volumes, delivery reduction and carbon or footprint reporting.
- More variable usage patterns: hybrid working, events and seasonal peaks make footfall less predictable.
- Inclusive washroom design and user experience: accessibility, ease of use and premium feel are increasingly important.
- Higher baseline expectations post COVID: washrooms and shared spaces are scrutinised more.
- Reliability and continuity of supply: customers want fewer runouts and less firefighting.
- More system thinking: demand is shifting from loose consumables to dispenser led set ups.
- Labour efficiency is a bigger buying driver: products and systems that cut refill time, reduce callouts and simplify training win more often.
- Service wrap expectations are rising: buyers increasingly value suppliers who can support audits, trials, changeovers, dispenser installation or maintenance and regular optimisation reviews.