

# **Retail Tissue in Indonesia**

February 2024

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### Retail Tissue in Indonesia - Category analysis

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#### 2023 DEVELOPMENTS

Growth driven by population expansion and urbanisation Rising eco-consciousness prompts players to go greener Paseo benefits from innovative product development

#### PROSPECTS AND OPPORTUNITIES

Expansion of modern retail channels and potential in rural market will push future growth Convenience and multifunctionality will remain key growth drivers Waning brand loyalty to increase price wars, as product segmentation becomes more prevalent

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