

# Retail Tissue in the Netherlands

March 2024

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# Retail Tissue in the Netherlands - Category analysis

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#### 2023 DEVELOPMENTS

Consumers seek to make savings on toilet paper

Price increase driven by high energy costs

More sales take place via variety stores as consumers economise with Action becoming an increasingly important retailer in retail tissue

## PROSPECTS AND OPPORTUNITIES

Price increases remain volatile, putting pressure on volume growth over the forecast period

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