

# Retail Tissue in Croatia

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Rising unit prices impact demand

Discounters and e-commerce benefit from offering competitive prices

Private label appeals with its wide availability and affordable prices

### PROSPECTS AND OPPORTUNITIES

Paper towels to benefit from their increased use; however, consumers will look for the most affordable options

Pocket handkerchiefs face increasing competition from wipes

Eco-friendly options increasingly demanded as the sustainability trend grows

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