

World Market For Tissue

May 2021

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Examining five trends shaping consumer tissue

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Asia Pacific leads in value sales and shows healthy at-home demand

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Sales growth to slow post-pandemic in developed markets

Forecast growth will primarily be driven by developing markets

China dwarfs developing peers with lion's share of toilet paper growth

Evolving infrastructure can further lift consumption in developing world...

...But may obviate toilet paper need in developed economies

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Examining five trends shaping consumer tissue

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Insurgents drive multi-facet purposeful innovation and engagement

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