

Retail Tissue in Spain

March 2024

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Retail Tissue in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Facial tissues clean up in the post-pandemic era as other categories struggle for growth Unit prices remained high despite inflation easing during the year Private label increases its dominance as consumers look for savings

PROSPECTS AND OPPORTUNITIES

Paper tableware is expected to experience further decline Mixed outlook for retail tissue with growth projections tied to the recovery of Spain's economy Leading grocery retailers set to retain their dominant position but e-commerce offers more room for growth

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Tissue and Hygiene in Spain - Industry Overview

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