

Retail Tissue in Slovakia

March 2024

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Retail Tissue in Slovakia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy performance of toilet paper drives category growth Weak performance in paper tableware and napkins

Metsä Tissue AS takes the lead in retail tissue

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Premiumisation will drive appeal of toilet paper and paper towels Consumers to focus on buying the most essential retail tissue products Health and beauty specialists to gain value share

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