

# Retail Tissue in Thailand

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers in Thailand becoming increasingly familiar with the benefits of retail tissue over traditional alternatives  
The Niche Presence of Chinese Tissue Brands Amidst Quality Concerns in Thailand's Online Market  
Toilet paper remains the key category but demand across retail tissue continues to grow in 2023

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Tissue and Hygiene in Thailand - Industry Overview

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