

Retail Tissue in Estonia

March 2024

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Retail Tissue in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing emphasis on personal care boosts demand for boxed facial tissues Growing demand for pocket handkerchiefs Essity AB's maintains leadership position with its diverse portfolio of products

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Expanding application of paper towels drives growth Rising demand for boxed facial tissues amidst skin care trends Active lifestyle trend fuels sales growth of pocket handkerchiefs

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Tissue and Hygiene in Estonia - Industry Overview

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