

# **Retail Tissue in Estonia**

March 2024

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## Retail Tissue in Estonia - Category analysis

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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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