

Retail Tissue in Italy

March 2024

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Retail Tissue in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High production costs reverberate into unit price hikes, with domestic and private label brands popular Sustainability trends influence retail tissue Seasonal viruses and off-season allergies prove positive for facial tissues

PROSPECTS AND OPPORTUNITIES

Ongoing sustainability efforts will create challenges as well as opportunities Retail paper towels would benefit further from innovation and modernisation Kits present an option for more convenient purchases

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Tissue and Hygiene in Italy - Industry Overview

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