

# **Retail Tissue in Italy**

March 2024

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# Retail Tissue in Italy - Category analysis

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### 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

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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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