

Retail Tissue in Asia Pacific

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Increasing hygiene awareness and disposable income will dictate growth

China's growth supported by low per capita consumption

Rapid growth in Asia Pacific's developing markets

Boxed facial tissues and paper towels are the biggest winners

Toilet paper and boxed facial tissues lead value growth

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Traditional grocery retailers maintain presence in developing markets

E-commerce gains momentum in mature markets

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Strong local presence and knowledge is key to growth

Leading companies focus on five Asian markets

Product innovation remains key to growth

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