

Retail Tissue in Italy

March 2023

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Retail Tissue in Italy - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Tissue industry at the forefront of environment sustainability

Italy increases local pulping facilities

Volume sales stagnate as prices rise in line with elevated inflation levels

PROSPECTS AND OPPORTUNITIES

Facial tissues will continue to grow while players may need to look for new raw materials to meet the demand for sustainable products

Mixed fortunes predicted within retail tissue with the maturity of toilet paper likely to limit growth opportunities

Paper towels offers potential growth and development opportunities thanks to multifunctionality

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DISCLAIMER

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