

Retail Tissue in Denmark

March 2024

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Retail Tissue in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher retail price points continue to favour value over volume growth Sustainability shapes innovation in retail tissue Premiumisation to offset maturity of demand

PROSPECTS AND OPPORTUNITIES

Challenging economic outlook to determine purchasing decisions Health and hygiene and ecological concerns to shape demand in retail tissue "Skinification" to add dynamism to facial tissues

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