

Retail Tissue in Ecuador

March 2024

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Retail Tissue in Ecuador - Category analysis

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2023 DEVELOPMENTS

Logistics and price points stabilise, boosting retail value growth in 2023 Economy brands and private label options gain ground on the landscape Facial tissue rebounds following the outbreak of COVID-19

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Retail tissue is set to see moderate growth across the forecast period Players focus on communicating value for money to remain competitive

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