

Retail Tissue in Austria

March 2024

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Retail Tissue in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising prices boost value growth Players align their products to the growing sustainability trend Supermarkets continue as key distribution channel

PROSPECTS AND OPPORTUNITIES

Players will attempt to add value through further differentiation, with boxed facial tissues leading growth Sustainability will continue as a key trend Private label will gain share, as price sensitivity continues

CATEGORY DATA

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Tissue and Hygiene in Austria - Industry Overview

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