

# Retail Tissue in Taiwan

March 2024

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## Retail Tissue in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong performance in 2023, although inflationary pressures continue to impact on players' operating costs

Local company Yuen Foong Yu gains momentum due to constant investment in new product launches

Paper towels see strong performance

#### PROSPECTS AND OPPORTUNITIES

Retail tissue is expected to see continued expansion

International and domestic players could see growing competition from private label

E-commerce offers further potential

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