

Retail Tissue in Indonesia

February 2024

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Retail Tissue in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth driven by population expansion and urbanisation

Rising eco-consciousness prompts players to go greener

Paseo benefits from innovative product development

PROSPECTS AND OPPORTUNITIES

Expansion of modern retail channels and potential in rural market will push future growth

Convenience and multifunctionality will remain key growth drivers

Waning brand loyalty to increase price wars, as product segmentation becomes more prevalent

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DISCLAIMER

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