

# Retail Tissue in Peru

March 2024

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## Retail Tissue in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Players become more competitive, reducing price points to attract consumers  
Retail volume sales of paper towels decline, considered unessential during price hikes  
Paracas gains ground through low prices, while Elite Triple Hoja offers a premium option

#### PROSPECTS AND OPPORTUNITIES

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