

# Retail Tissue in Uzbekistan

March 2024

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## Retail Tissue in Uzbekistan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary pressures lead to strong value growth, while volume remains relatively stable

Essential categories such as toilet paper, facial tissues, and paper towels drive sales

Local producers able to attract consumers with a good quality-to-price ratio

#### PROSPECTS AND OPPORTUNITIES

Ongoing developments in retail channels will help to support sales

Boxed facial tissues become incorporated into personal care routines

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