

Retail Tissue in Colombia

February 2024

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Retail Tissue in Colombia - Category analysis

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2023 DEVELOPMENTS

Changing buying patterns as consumers migrate to smaller, more affordable units

Paper towels benefit from an ongoing interest in health and hygiene

Targeting single-person households to drive sales in retail tissue

PROSPECTS AND OPPORTUNITIES

Discounters and private label drive sales, while local grocers offer unique benefits

Interest in sustainability is limited by consumers unwilling to pay higher prices

Innovation in retail tissue is challenging as consumers view the products as essentials

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DISCLAIMER

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