



# Retail Tissue in the Philippines

March 2024

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## Retail Tissue in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Toilet paper remains a staple in Filipino households, with no single brand dominating sales

Eco-friendly products begin to gain traction

Sanitary Care Products Asia Inc leads sales with diverse range of offerings

#### PROSPECTS AND OPPORTUNITIES

The increase in disposable income and the ongoing hygiene concern will assure sustained growth for retail tissue

Toilet paper and paper towels will lead growth, thanks to their multifunctional attributes

Companies will focus on product innovation to stand out among competition

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