



Retail Tissue in Spain

March 2024

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Retail Tissue in Spain - Category analysis

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2023 DEVELOPMENTS

Facial tissues clean up in the post-pandemic era as other categories struggle for growth

Unit prices remained high despite inflation easing during the year

Private label increases its dominance as consumers look for savings

PROSPECTS AND OPPORTUNITIES

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Mixed outlook for retail tissue with growth projections tied to the recovery of Spain's economy

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DISCLAIMER

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