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# Retail Tissue in Bulgaria

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## Retail Tissue in Bulgaria - Category analysis

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#### 2023 DEVELOPMENTS

Consumption of retail tissue slumps amid price increases and population decline

Hygiene culture bolsters sales of paper towels

Out-of-home living drives sales of pocket handkerchiefs

#### PROSPECTS AND OPPORTUNITIES

Slowdown in retail tissue sales expected

Rising adoption of paper towels and pocket handkerchiefs offer some volume growth potential

Ficosota Syntez OOD is expected to prevail as category leader

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