



# Retail Tissue in Croatia

March 2024

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## Retail Tissue in Croatia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising unit prices impact demand

Discounters and e-commerce benefit from offering competitive prices

Private label appeals with its wide availability and affordable prices

#### PROSPECTS AND OPPORTUNITIES

Paper towels to benefit from their increased use; however, consumers will look for the most affordable options

Pocket handkerchiefs face increasing competition from wipes

Eco-friendly options increasingly demanded as the sustainability trend grows

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