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International

# Retail Tissue in Hong Kong, China

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price-sensitive consumers influence purchases of retail tissue in 2024
- Competitive landscape remains consolidated but smaller players make gains
- Supermarkets retains position as dominant distribution channel through increased volume and value discounts

PROSPECTS AND OPPORTUNITIES

- Brands may need to justify higher costs to foster further sales growth
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Tissue and Hygiene in Hong Kong, China - Industry Overview

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DISCLAIMER

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