

Retail Tissue in Mexico

April 2025

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Retail Tissue in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Toilet paper and paper towels drive growth as premiumisation is seen Kimberly-Clark dominates, but stronger rises seen from smaller players Grocery retailers continue to dominate

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Paper towels will continue to drive growth due to innovation and premiumisation Opportunities in expanding online sales strategies Innovation in products, packaging and distribution expected

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