



# Retail Tissue in Indonesia

February 2024

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## Retail Tissue in Indonesia - Category analysis

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#### 2023 DEVELOPMENTS

Growth driven by population expansion and urbanisation

Rising eco-consciousness prompts players to go greener

Paseo benefits from innovative product development

#### PROSPECTS AND OPPORTUNITIES

Expansion of modern retail channels and potential in rural market will push future growth

Convenience and multifunctionality will remain key growth drivers

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