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International

# Retail Tissue in Indonesia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Moderate growth for retail tissue in Indonesia in 2024
- Paseo benefits from raised awareness after partnership with national football team
- Supermarkets continues to lead but loses share to e-commerce in 2024

PROSPECTS AND OPPORTUNITIES

- Optimistic outlook for retail tissue over the forecast period
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Tissue and Hygiene in Indonesia - Industry Overview

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