



# Retail Tissue in the US

February 2024

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## Retail Tissue in the US - Category analysis

### KEY DATA FINDINGS

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Retail tissue volume performance continues to dip, though recovery seems feasible in 2024

Private label wins confirm consumers' priorities amidst economic uncertainties

Shrinkflation still relevant to protect margins for household paper products

#### PROSPECTS AND OPPORTUNITIES

The next in retailing strategy: Subscription model buying could boost retailer loyalty and consumer savings satisfaction

Innovation driven by new product design and alternative sustainable fibres

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