



Euromonitor
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Retail Tissue in Romania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Toilet paper drives a strong performance while paper towels benefit from being versatile
Sofidel Group retains its lead while Ficosota Sintez Romania records a strong uplift
Hypermarkets improve its share as consumers appreciate a one-stop-shop facility

PROSPECTS AND OPPORTUNITIES

Paper towels is expected to drive growth as innovations focus on durability and absorbency
Retail e-commerce is set to grow as consumers appreciate the convenience of home delivery for bulky items
Innovation is set to focus on sustainability, offering recycled and recyclable products

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Tissue and Hygiene in Romania - Industry Overview

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DISCLAIMER

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