

# **Retail Tissue in Poland**

March 2025

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# Retail Tissue in Poland - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Retail tissue benefits from essential positioning and everyday usage Velvet Care and Jeronimo Martins compete fiercely for the leadership of retail tissue Private label consolidates discounters' strong position

# PROSPECTS AND OPPORTUNITIES

Strong growth projection with a focus on sustainability A wave of consolidation is anticipated New product development to cater to a wider consumer base and add value

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