



Euromonitor
International

Retail Tissue in Norway

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail tissue sees slow growth as cost-conscious consumers prioritise affordability and sustainability
Private label strengthens its market presence as consumers trade down for value
Discounters lead sales as consumers prioritise price, while e-commerce continues to grow

PROSPECTS AND OPPORTUNITIES

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Tissue and Hygiene in Norway - Industry Overview

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DISCLAIMER

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