

Retail Tissue in Georgia

March 2025

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Retail Tissue in Georgia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Intensifying competition in 2024

Widely available Selpak enjoys strong brand loyalty

Wide product range ensures supermarkets lead in 2024

PROSPECTS AND OPPORTUNITIES

Rising urbanisation and increasing hygiene standards to drive growth Demand for larger pack sizes will continue to benefit supermarket sales Limited innovation expected

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Tissue and Hygiene in Georgia - Industry Overview

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