



# Retail Tissue in Thailand

March 2024

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## Retail Tissue in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers in Thailand becoming increasingly familiar with the benefits of retail tissue over traditional alternatives

The Niche Presence of Chinese Tissue Brands Amidst Quality Concerns in Thailand's Online Market

Toilet paper remains the key category but demand across retail tissue continues to grow in 2023

#### PROSPECTS AND OPPORTUNITIES

Bright outlook for retail tissue despite anticipated increase in unit prices

Organic products could find a growing audience among more affluent consumers

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