

Retail Tissue in Sweden

March 2025

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Retail Tissue in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Toilet paper remains a basic essential with premiumisation driving value growth Private label the big winner in 2024 as consumers adopt cost-cutting measures Distribution shifts towards more affordable channels but supermarkets remain on top

PROSPECTS AND OPPORTUNITIES

Positive outlook for retail tissue Distribution set to focus more e-commerce Innovation likely to target both ends of the price spectrum as well as sustainability

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Tissue and Hygiene in Sweden - Industry Overview

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