



Euromonitor  
International

# Retail Tissue in Denmark

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail value growth is driven by premiumisation and sustainability in 2024  
Salling Group retains its lead, benefiting from its various ranges of private label goods  
Discounters improves its share as consumers reach for affordable alternatives

PROSPECTS AND OPPORTUNITIES

Napkins is set to lead growth, as cost-conscious consumers entertain guests at home  
Improvements in logistics and a demand for convenience will support growth for retail e-commerce  
Innovation may focus on infusing products with skincare, offering consumers added benefits

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Tissue and Hygiene in Denmark - Industry Overview

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DISCLAIMER

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