



# Retail Tissue in Colombia

February 2024

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## Retail Tissue in Colombia - Category analysis

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#### 2023 DEVELOPMENTS

Changing buying patterns as consumers migrate to smaller, more affordable units

Paper towels benefit from an ongoing interest in health and hygiene

Targeting single-person households to drive sales in retail tissue

#### PROSPECTS AND OPPORTUNITIES

Discounters and private label drive sales, while local grocers offer unique benefits

Interest in sustainability is limited by consumers unwilling to pay higher prices

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