

Retail Tissue in Saudi Arabia

March 2025

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Retail Tissue in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value sales rise in 2024, driven by paper towels

Fine Hygienic Paper leads overall with its first-ranking Fine brand

Hypermarkets as leading channel, though e-commerce rises most rapidly

PROSPECTS AND OPPORTUNITIES

Retail tissue to see further growth during forecast period

Persistent expansion for e-commerce as players invest more in omnichannel strategies

Innovation trends include sustainability, premiumisation and advanced tech

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