



Tissue and Hygiene in Laos

March 2025

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DISCLAIMER

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Modern retail stores offer e-commerce platforms, driving growth in online sales

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Unicharm Corp improves its lead, offering established brand Certainty

Hypermarkets lead sales while modern retail outlets offer e-commerce platforms

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Unicharm and Johnson & Johnson benefit from established reputations within baby care

Modern grocery retailers and mother-and-baby specialist stores remain key distributors for wipes

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Berli Jucker PCL retains its lead, with a strong focus on online and offline marketing

Small local grocers dominate distribution while modern grocery retailers gain ground

Prospects and Opportunities

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Berli Jucker PCL retains its lead, while competition from Chinese brands rises

Prospects and Opportunities

Rising tourism is expected to support sales of away-from-home tissue and hygiene products
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