

# Retail Tissue in Malaysia

March 2024

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2023 DEVELOPMENTS

- Premiumisation trend seen in retail tissue
- Cultural use of bidets and water poses a challenge to toilet roll sales, but small business owners add opportunities
- E-commerce set to gain further distribution share in retail tissue

PROSPECTS AND OPPORTUNITIES

- Local start-up TWISE attracts attention with its eco-friendly products
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Tissue and Hygiene in Malaysia - Industry Overview

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