

Retail Tissue in Bulgaria

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Consumption of retail tissue slumps amid price increases and population decline
- Hygiene culture bolsters sales of paper towels
- Out-of-home living drives sales of pocket handkerchiefs

PROSPECTS AND OPPORTUNITIES

- Slowdown in retail tissue sales expected
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Tissue and Hygiene in Bulgaria - Industry Overview

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