

Retail Tissue in Vietnam

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Improving hygiene standards and an expanding offer continues to fuel strong growth in retail tissue
Competition remains tough with leading players focused on consumer engagement, marketing and new packaging designs
As incomes rise more consumers turn to premium options while bidet sprayers present a new threat to sales

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Tissue and Hygiene in Vietnam - Industry Overview

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DISCLAIMER

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