



Retail Tissue in Taiwan

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail tissue benefits from the necessity of products such as paper towels and toilet paper
Local company Yuen Foong Yu has gained more momentum due to continuous product launches in 2023-2024
Retail e-commerce, warehouse clubs, and supermarkets are the most significant channels in retail tissue

PROSPECTS AND OPPORTUNITIES

Retail tissue will maintain a decent CAGR, with paper towels and toilet roll leading the charge
Retail tissue will remain divided between international and local players
E-commerce will remain strong, while brands will also collaborate with retailers

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Tissue and Hygiene in Taiwan - Industry Overview

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DISCLAIMER

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