



Retail Tissue in Georgia

March 2025

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Retail Tissue in Georgia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Intensifying competition in 2024

Widely available Selpak enjoys strong brand loyalty

Wide product range ensures supermarkets lead in 2024

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Rising urbanisation and increasing hygiene standards to drive growth

Demand for larger pack sizes will continue to benefit supermarket sales

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DISCLAIMER

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