



Retail Tissue in Estonia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price increases boost value sales in 2024
- Essity AB maintains its lead with a strong brand portfolio and wide distribution network
- Fast growth of discounters with the expansion of Lidl

PROSPECTS AND OPPORTUNITIES

- Modest growth, with steady demand for essential toilet paper
- In-store shopping will remain popular, allowing price comparisons and immediate purchases
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Tissue and Hygiene in Estonia - Industry Overview

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