



Euromonitor
International

Away-From-Home Tissue and Hygiene in Croatia

May 2026

Table of Contents

Away-From-Home Tissue and Hygiene in Croatia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Metro Croatia Leverages App-Based Pricing to Strengthen Horeca Cost Control

INDUSTRY PERFORMANCE

Metro Croatia Leverages App-Based Pricing to Strengthen Horeca Cost Control

Chart 1 - METRO Croatia Promotes App Pricing to Support HoReCa Savings

Record Tourist Arrivals Propel Demand for Bulk Tissue Solutions

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Tourism Operators Adjust Purchasing to Manage Seasonal Demand Surges

Hospitality Buyers Set to Embrace Cost Control and Sustainable Procurement

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

CHANNELS

Tourist Arrivals Drive Horeca Channel to Record Demand

Chart 6 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Tissue and Hygiene in Croatia - Industry Overview](#)

EXECUTIVE SUMMARY

Government Price Caps Reshape Purchasing as Affordability Dominates

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Government Price Caps Reshape Purchasing as Affordability Dominates

Premiumisation Holds Firm in Retail Tissue

Chart 15 - Violeta Double Care Strengthens Premium Positioning

E-Commerce Gains Ground as a Strategic Channel

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label Strengthens as Brands Expected to Prioritise Value Messaging
Adult Incontinence Leads Growth as Nappies Set to Face Demographic Headwinds
Retailers Expand E-Commerce and Delivery to Reach Rural Consumers
Chart 18 - Analyst Insight for Tissue and Hygiene
Chart 19 - Forecast Value Sales 2020-2030
Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Violeta and Private Label Increase Pressure on Mid-Tier Brands
Chart 21 - Company Shares 2025
Chart 22 - Brand Shares 2025

CHANNELS

Discounters Attract Cost-Conscious Shoppers with Affordable Tissue and Hygiene
Chart 23 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 24 - Economic Context for Tissue and Hygiene
Chart 25 - Real Gdp Growth 2020-2030
Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Tissue and Hygiene
Chart 28 - Population 2020-2030
Chart 29 - Consumer Expenditure 2020-2030
Chart 30 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/away-from-home-tissue-and-hygiene-in-croatia/report.