



Euromonitor
International

Away-From-Home Tissue and Hygiene in Saudi Arabia

May 2026

Away-From-Home Tissue and Hygiene in Saudi Arabia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Suppliers Expand Touch-Free Systems to Boost Hygiene and Efficiency

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Away-From-Home Tissue and Hygiene

INDUSTRY PERFORMANCE

Suppliers Expand Touch-Free Systems to Boost Hygiene and Efficiency

Event Organisers and Foodservice Operators Drive Tissue Demand Surge

Chart 2 - Fine Solutions Expands Touch-Free Dispenser Systems

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Event Organisers and Hotels Set to Drive Demand for System-Based Hygiene Solutions

Suppliers Offering Integrated Dispensing Systems Set to Capture Institutional Contracts

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Major Companies Secure Large Contracts as Smaller Suppliers Focus on Cost-Driven Niches

CHANNELS

Hotels and Restaurants Accelerate Tissue Demand as Tourism Surges

Wholesale Platforms Shape Procurement through Integrated Hygiene Programmes

Digital B2b Platforms Streamline Supply for Small Business Operators

Chart 7 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Private Label and Multipacks Drive Tissue Gains

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Private Label and Multipacks Drive Tissue Gains

Chart 16 - Teemo Promotes Affordable Diapers

Convenience Shapes Purchasing Decisions and Innovation

Chart 17 - Pampers Expands Pants Range

Nappies and Pants Lead in Size While Adult Incontinence Outpaces on Growth

Rapid Delivery Redefines Everyday Purchasing

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label Set to Drive Value Focus as Households Shift to Bulk Packs

Quick Commerce Set to Accelerate Digital Shelf Competition

Chart 20 - Analyst Insight for Tissue and Hygiene

Premium Skin-Health Launches Outperform Standard Lines as Parents Seek Transparency

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Legacy Brands Face Mounting Pressure From Nimble Challengers

Private Label Leverages Consumer Trust to Grow Sales

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Hypermarkets Anchor Family Stock-Ups as E-Commerce Shapes Habits

Grocery Retailers Leverage Private Label to Capture Share

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Tissue and Hygiene

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Tissue and Hygiene

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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-saudi-arabia/report.