



Tissue and Hygiene in Thailand

May 2026

Table of Contents

EXECUTIVE SUMMARY

Resilient Value Growth Despite Population Decline Due to Prioritisation of Hygiene and Reliability

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Resilient Value Growth Despite Population Decline Due to Prioritisation of Hygiene and Reliability

Cellox'S Premium Launch Highlights the Premiumisation Trend

Chart 2 - Cellox Launches Ultra-Soft 4-ply Premium Toilet Paper

Convenience Trend Demonstrated by Demand for Products That Simplify Daily Routines

Chart 3 - Pocket Tissues Continue Growing in 7-Eleven Due to Impulse and Portability

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Thai Consumers Likely to Embrace Premium Products for Comfort and Value

Ageing Population to Drive Rapid Gains in Adult Incontinence

Chart 6 - Analyst Insight for Tissue and Hygiene

Retail E-Commerce Expected to Accelerate Value and the Frequency of Purchases

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Although the Top Three Players Remain Dominant, the Competition Heats up

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Hypermarkets Leads, Retaining Loyalty as Families Seek Bulk Value

Lazada and Shopee Drive E-Commerce Gains with Multi-Pack Promotions

Chart 11 - Zilk Boosts Online Sales Through Shopee Mall Bundles Targeting Value-Seeking Thai Households

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Tissue and Hygiene

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Tissue and Hygiene

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Away-From-Home Tissue and Hygiene in Thailand](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Growth Driven by Rise in Tourism, Rising Incomes and Low Inflation

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Away-From-Home Tissue and Hygiene

INDUSTRY PERFORMANCE

Growth Driven by Rise in Tourism, Rising Incomes and Low Inflation

Jumbo Roll Expansion Outpaces Other Tissue Formats Amid Value Focus

Chart 21 - Thai AFH Tissue Brands Introduce Bulk-Value Jumbo Rolls to Help Horeca Manage Rising Costs

Kimberly-Clark Sets New Standard with Eco-Certified Tissue for Hospitality

Chart 22 - Kimberly-Clark Unveils CE CFP Eco Certification

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Tourism-Driven Demand and Rising Incomes Will Contribute to Growth

Away-From-Home Tissue Will Continue to Dominate Despite Higher Rise for Hygiene

Bulk Procurement and Stable Pricing to Reshape Supplier Relationships

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

CHANNELS

Hospitality Operators Raise Tissue Procurement as Tourism Climbs

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Thailand](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Strong Growth Due to Expansion of the Consumer Base and Improved Accessibility

KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Strong Growth Due to Expansion of the Consumer Base and Improved Accessibility

Light Incontinence Pants Leads Growth, and Premiumisation Advances

Chart 36 - Consumers Trade Up to Premium Pants

Certainty Fuels Premiumisation through E-Commerce and Convenience

Chart 37 - Sales of Certainty Adult Pants Grow as Consumers Choose Quick-Change Pants Format

Chart 38 - Value Sales 2020-2030

Chart 39 - Volume Sales 2020-2030

Chart 40 - Value Sales by Category 2025

WHAT'S NEXT?

Users of Incontinence Products to Prioritise Comfort and Innovation

Light Solutions to Outpace Heavier Formats as Active Lifestyles Persist

Chart 41 - Analyst Insight for Retail Adult Incontinence

Digital Platforms Will Drive Bulk Buying and Personalisation for Users and Caregivers

Chart 42 - Forecast Value Sales 2020-2030

Chart 43 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Dsg International Maintains Its Dominance Due to Established Relationships

Fu Berg Industrial and Private Label Focus on Value-Driven Pricing

Chart 44 - Company Shares 2025

Chart 45 - Brand Shares 2025

CHANNELS

Users and Caregivers Choose Hypermarkets for Wide Assortment and Bulk Savings

Lazmall and Shopee Mall Drive Online Growth with Bundled Offers

Chart 46 - Certainty Adult Pants Sees Strong Growth Through LazMall and Shopee Bulk-Buy Promotions

Chart 47 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 48 - Economic Context for Retail Adult Incontinence

Chart 49 - Real Gdp Growth 2020-2030

Chart 50 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 51 - Consumer Context for Retail Adult Incontinence

Chart 52 - Population 2020-2030

Chart 53 - Consumer Expenditure 2020-2030

Chart 54 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Thailand](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Solid Value Growth as Premiumisation Continues to Advance

KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Solid Value Growth as Premiumisation Continues to Advance

Chart 56 - MamyPoko Super Premium Organic Gains Traction as Thai Parents Favour Gentler, Premium Products.

Chart 57 - Thai Parents Choose Greener, Gentler Options

Leading Brands Drive a Shift to Disposable Pants and Higher Value

Mamypoko Tape Organic Attracts Eco-Conscious Parents with Cleaner Materials

Chart 58 - Value Sales 2020-2030

Chart 59 - Volume Sales 2020-2030

Chart 60 - Value Sales by Category 2025

WHAT'S NEXT?

Parents Likely to Prioritise Softness and Eco-Features, Driving Value

Chart 61 - Analyst Insight for Nappies/Diapers/Pants

Digital-First Strategies Set to Deepen Shopper Loyalty and Boost Premium Launches

Sustainability to Move From Niche to Mainstream among Urban Families

Chart 62 - Forecast Value Sales 2020-2030

Chart 63 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unicharm Continues to Dominate but Sees a Declining Share Due to Rising Competition

Chart 64 - Company Shares 2025

Chart 65 - Brand Shares 2025

CHANNELS

Hypermarkets Continues to Dominate Due to Convenience and a Wide Product Range

Shopee Mall and Tiktok Shop Accelerate Digital Sales Growth

Chart 66 - MamyPoko Pants Extra Dry Skin Drives Sales Through E-Commerce Promotions

Chart 67 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 68 - Economic Context for Nappies/Diapers/Pants

Chart 69 - Real Gdp Growth 2020-2030

Chart 70 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 71 - Consumer Context for Nappies/Diapers/Pants

Chart 72 - Population 2020-2030

Chart 73 - Consumer Expenditure 2020-2030

Chart 74 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Thailand](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premiumisation Contributes to Solid Value Sales Increase

KEY INDUSTRY TRENDS

Chart 75 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Premiumisation Contributes to Solid Value Sales Increase

Chart 76 - Laurier Super Ultra Slim Towels

Towels Maintains Dominance as Disposable Period Pants Surges

Sofy Leverages Clean Wellness and Cooling Technology to Win Health-Conscious Users

Chart 77 - Sofy Cooling Fresh (Unicharm Thailand)

Chart 78 - Value Sales 2020-2030

Chart 79 - Volume Sales 2020-2030

Chart 80 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation and Increasing Usage Frequency Set to Boost Growth Prospects
Towels to Retain Dominance, While Disposable Period Pants Will See Dynamic Expansion
Brands Expected to Leverage Clean Wellness and Digital Retail to Capture New Users
Chart 81 - Analyst Insight for Menstrual Care
Chart 82 - Forecast Value Sales 2020-2030
Chart 83 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unicharm Sustains Leadership through Premiumisation and Consumer Trust
Increasing Competition for the Leaders From Emerging Players
Chart 84 - Company Shares 2025
Chart 85 - Brand Shares 2025

CHANNELS

Retail Offline Maintains Its Dominance Due to Convenience and Wide Product Range
Retail E-Commerce Platforms Attract Urban Consumers with Discreet Delivery and Bundle Deals
Chart 86 - Sofy Unicharm - TikTok Shop Flash Sale Campaign
Chart 87 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 88 - Economic Context for Menstrual Care
Chart 89 - Real Gdp Growth 2020-2030
Chart 90 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 91 - Consumer Context for Menstrual Care
Chart 92 - Population 2020-2030
Chart 93 - Consumer Expenditure 2020-2030
Chart 94 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wipes in Thailand](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Continued Growth as Brands Use Flash Sales to Drive Volumes

KEY INDUSTRY TRENDS

Chart 95 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Continued Growth as Brands Use Flash Sales to Drive Volumes
D-Nee and Pigeon Win Parents with Premium Innovations
Chart 96 - Growing Popularity of Pigeon Extra Soft
Consumers Increasingly Search for Sustainable Products Both Online and Offline
Chart 97 - D-nee Baby Wipes Organic Newborn
Chart 98 - Value Sales 2020-2030
Chart 99 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Parents Likely to Shift to Premium, Eco-Friendly Wipes as Incomes Rise

Shopee and Lazada Set to Drive Premiumisation and Family-Size Innovations Online

Chart 100 - Analyst Insight for Wipes

Eco-Positioned Wipes and Transparent Claims Will Win Trust among Young Families

Chart 101 - Forecast Value Sales 2020-2030

Chart 102 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lison Vision Draws Closer to the Leader with Competitive Pricing and Wide Distribution Reach

Chart 103 - Company Shares 2025

Chart 104 - Brand Shares 2025

CHANNELS

Hypermarkets and Convenience Stores Benefit From Wide Assortment and Dense Outlet Networks

E-Commerce Bundles and Premium Launches Shape Consumer Preferences

Chart 105 - Kodomo and MamyPoko Baby Wipes Gain Momentum

Chart 106 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 107 - Economic Context for Wipes

Chart 108 - Real Gdp Growth 2020-2030

Chart 109 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 110 - Consumer Context for Wipes

Chart 111 - Population 2020-2030

Chart 112 - Consumer Expenditure 2020-2030

Chart 113 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Thailand](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Growth Driven by Tourism, Hygiene Awareness, and Rising Incomes, Despite Challenges

KEY INDUSTRY TRENDS

Chart 114 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Growth Driven by Tourism, Hygiene Awareness, and Rising Incomes, Despite Challenges

Kimberly-Clark Sets New Standard with Carbon Footprint Certification

Chart 115 - Kimberly Clark Lauded for Sustainable Efforts

Lotus'S Drives Volume Gains with Large-Pack Launches

Chart 116 - Lotus's Launches Value Megapack Toilet Paper

Chart 117 - Value Sales 2020-2030

Chart 118 - Volume Sales 2020-2030

Chart 119 - Value Sales by Category 2025

WHAT'S NEXT?

Rise in Tourism and Higher Disposable Incomes Set to Sustain Volume and Value Growth

Toilet Paper Will Dominate, and Some Consumers Likely to Trade up

Chart 120 - Analyst Insight for Retail Tissue

Manufacturers to Drive Eco-Innovation Amid Cost Pressures

Chart 121 - Forecast Value Sales 2020-2030

Chart 122 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Berli Jucker Cellox Capitalises on Affordability to Gain Ground

Chart 123 - Company Shares 2025

Chart 124 - Brand Shares 2025

CHANNELS

Grocery Retailers Anchor Household Spending on Retail Tissue through Routine Trips

Retail E-Commerce Leverages Price Transparency and Bulk-Buy Discounts to Attract Urban Shoppers

Chart 125 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 126 - Economic Context for Retail Tissue

Chart 127 - Real Gdp Growth 2020-2030

Chart 128 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 129 - Consumer Context for Retail Tissue

Chart 130 - Population 2020-2030

Chart 131 - Consumer Expenditure 2020-2030

Chart 132 - 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/tissue-and-hygiene-in-thailand/report.