



Euromonitor
International

Away-From-Home Tissue and Hygiene in South Korea

May 2026

Away-From-Home Tissue and Hygiene in South Korea - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Recovering Tourism Drives Category Growth

KEY INDUSTRY TRENDS

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

INDUSTRY PERFORMANCE

Recovering Tourism Drives Category Growth

Monit Drives Innovation with Smart Care

Chart 2 - Monit'S Mecs Brings Smart Adult Incontinence Monitoring to Elderly Care Facilities

Yuhan-Kimberly'S Recycling Campaign Enhances Sustainability Credentials and Procurement Standards

Chart 3 - Yuhan Kimberly Pioneers Closed-Loop Hand Towel Recycling with Industry Partners

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Government Policies Shift Demand Patterns

B2c and Online Channels Redefine Business Models and Margins

Chart 6 - Analyst Insight for Away-From-Home Tissue and Hygiene

Public and Hospitality Channels Set New Hygiene Standards

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

CHANNELS

Tourism Recovery Drives Afh Tissue Opportunities

Coupang Biz Drives E-Commerce Efficiency

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

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

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Retail Adult Incontinence Sees Dynamic Growth, Supporting Overall Category Sales as Nappies/Diapers/Pants Contract

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Retail Adult Incontinence Sees Dynamic Growth, Supporting Overall Category Sales as Nappies/Diapers/Pants Contract

Yuhan Kimberly Co Ltd'S Sets New Standard for Skin Health and Premiumisation

Chart 18 - Yuhan-Kimberly Launches Dermatologically Tested Premium Hygiene

Innovations Focus on Inclusivity and Convenience

Chart 19 - Secretday Expands Disposable Period Pants Lineup to Meet Rising Demand for Convenience

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Online Platforms Reshape Purchasing Patterns, with Bulk Buying a Popular Trend

Chart 22 - Analyst Insight for Tissue and Hygiene

Ingredient Transparency and Health Benefits Command Premium Pricing

Senior Care Innovations Will Increasingly Be Based on Convenience for Home-Care Needs

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yuhan Kimberly Co Ltd Leverages Wide Portfolio of Trusted Brands to Maintain Leadership

Digital-First Brands Fuel Pricing Wars in Bulk-Buying Trend

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Digital-Native Brands Accelerate Online Dominance through Bulk Strategies

Offline Retail Loses Share as E-Commerce Surges

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Tissue and Hygiene

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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-south-korea/report.