



Euromonitor
International

Away-From-Home Tissue and Hygiene in Switzerland

April 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Tissue category demand sustained by tourism, hospitality and hygiene expectations
Healthcare sector and ageing population fuel demand for away-from-home adult incontinence
Sustainability and material innovation lead product development

PROSPECTS AND OPPORTUNITIES

Ageing population and hygiene standards to support long-term growth
E-commerce models to streamline procurement and delivery
Sustainable and smart features to define innovation in away-from-home hygiene

CATEGORY DATA

- Table 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024
- Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 3 - Sales of Away-From-Home Paper Towels by Type: % Value 2019-2024
- Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024
- Table 5 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024
- Table 6 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2024-2029
- Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Tissue and Hygiene in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for tissue and hygiene?

MARKET INDICATORS

- Table 8 - Birth Rates 2019-2024
- Table 9 - Infant Population 2019-2024
- Table 10 - Female Population by Age 2019-2024
- Table 11 - Total Population by Age 2019-2024
- Table 12 - Households 2019-2024
- Table 13 - Forecast Infant Population 2024-2029
- Table 14 - Forecast Female Population by Age 2024-2029
- Table 15 - Forecast Total Population by Age 2024-2029
- Table 16 - Forecast Households 2024-2029

MARKET DATA

- Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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-switzerland/report.