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Away-From-Home Tissue and Hygiene in Argentina

May 2026

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Purchase Managers Prioritise Lower Prices, Driving Down Average Values

KEY INDUSTRY TRENDS

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

INDUSTRY PERFORMANCE

Purchase Managers Prioritise Lower Prices, Driving Down Average Values

Away-From-Home Tissue Holds the Largest Share but Faces Weak Demand

Local Player Expands Autocut Dispenser Imports, Reshaping Buyer Expectations

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Domestic Tourism and Restaurant Activity Set to Lift Tissue Sales Growth

Government Spending Cuts Expected to Reduce Institutional Tissue Consumption

Push for Eco-Friendly Paper Set to Face Cost Headwinds

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Low-Price Converters Capture Share as Businesses Downtrade

CHANNELS

Horeca Faces Decline as Business Channel Holds Steady

Direct-To-Business E-Commerce Emerges as a Growth Driver

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

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

EXECUTIVE SUMMARY

Premiumisation Remains a Key Trend as Consumers Prioritise Comfort

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Premiumisation Remains a Key Trend as Consumers Prioritise Comfort

Clean Wellness and Segmentation Drive Category Growth

Chart 15 - Huggies Launches Premium Diapers For Sensitive Skin

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Declining Birth Rates Are Expected to Have Negative Effect on Nappies/Diapers/Pants

Chart 18 - Analyst Insight for Tissue and Hygiene

Hypermarkets Expected to Win Back Consumers with Promotions and Engaging Shopping Experiences

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Softys and Kimberly-Clark Strengthen Lead as Innovation Offsets Private Label Losses

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Hypermarkets Expand Reach as Price Controls End and Shoppers Seek Variety

E-Commerce Gains Momentum as Older Shoppers Adapt and Platforms Improve

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

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