



Euromonitor
International

Tissue and Hygiene in Hong Kong, China

March 2025

Table of Contents

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture

Key trends

Competitive landscape

Retail developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 1 - Birth Rates 2019-2024

Table 2 - Infant Population 2019-2024

Table 3 - Female Population by Age 2019-2024

Table 4 - Total Population by Age 2019-2024

Table 5 - Households 2019-2024

Table 6 - Forecast Infant Population 2024-2029

Table 7 - Forecast Female Population by Age 2024-2029

Table 8 - Forecast Total Population by Age 2024-2029

Table 9 - Forecast Households 2024-2029

MARKET DATA

Table 10 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024

Table 11 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024

Table 12 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024

Table 13 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024

Table 14 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024

Table 15 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024

Table 16 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024

Table 17 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029

Table 18 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Away-From-Home Tissue and Hygiene in Hong Kong, China](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady growth for away-from-home tissue maintained by international tourism

Stable performance of AFH adult incontinence supported by ageing population

Cross-border care options present challenge to local healthcare facilities

PROSPECTS AND OPPORTUNITIES

Mainland Chinese tourists to continue driving channel growth

Incentives to relocate care of ageing population to Greater Bay Area

Potential challenges to future growth of away-from-home tissue

CATEGORY DATA

Table 19 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024

Table 20 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024

Table 21 - Sales of Away-From-Home Paper Towels by Type: % Value 2019-2024

Table 22 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024

Table 23 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024

Table 24 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2024-2029

Table 25 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Retail Adult Incontinence in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ageing population drives growth of retail adult incontinence

Tena eases transition by offering modern solutions

Retail offline continues to dominate distribution

PROSPECTS AND OPPORTUNITIES

Increasing competition for brands likely over the forecast period

Elevated polarisation between incontinence products

Advanced product innovation likely to emerge in the long term

CATEGORY DATA

Table 26 - Sales of Retail Adult Incontinence by Category: Value 2019-2024

Table 27 - Sales of Retail Adult Incontinence by Category: % Value Growth 2019-2024

Table 28 - NBO Company Shares of Retail Adult Incontinence: % Value 2020-2024

Table 29 - LBN Brand Shares of Retail Adult Incontinence: % Value 2021-2024

Table 30 - Forecast Sales of Retail Adult Incontinence by Category: Value 2024-2029

Table 31 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2024-2029

Nappies/Diapers/Pants in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Nappies/diapers/pants records single-digit growth through the dynamic disposable pants

Procter & Gamble retains slim lead in nappies/diapers/pants

Retail e-commerce still appeals as consumers seek value-for-money purchases

PROSPECTS AND OPPORTUNITIES

Declining birth rate may be supplemented by influx of government talent schemes

Retail e-commerce set to see competition from offline channels

Natural positioning of nappies/diapers likely to rise over the forecast period

CATEGORY DATA

Table 32 - Retail Sales of Nappies/Diapers/Pants by Category: Value 2019-2024

Table 33 - Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2019-2024

Table 34 - NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2020-2024

Table 35 - LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2021-2024

Table 36 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2024-2029

Table 37 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2024-2029

Menstrual Care in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers seek cost-effective menstrual care solutions amid rising living costs

Kimberly-Clark retains slim leadership of menstrual care
Supermarkets remains most popular channel for menstrual care purchases

PROSPECTS AND OPPORTUNITIES

Influx of immigrants to the city will help fuel future growth
Retail e-commerce likely to return to stable growth over the forecast period
Consumers to explore niche sustainable alternatives

CATEGORY DATA

Table 38 - Retail Sales of Menstrual Care by Category: Value 2019-2024
Table 39 - Retail Sales of Menstrual Care by Category: % Value Growth 2019-2024
Table 40 - Retail Sales of Tampons by Application Format: % Value 2019-2024
Table 41 - NBO Company Shares of Retail Menstrual Care: % Value 2020-2024
Table 42 - LBN Brand Shares of Retail Menstrual Care: % Value 2021-2024
Table 43 - Forecast Retail Sales of Menstrual Care by Category: Value 2024-2029
Table 44 - Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2024-2029

Wipes in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positioning of pure water wipes as category growth driver
Intensified competition for leaders from smaller players
Supermarkets strengthens dominance as distribution channel for wipes

PROSPECTS AND OPPORTUNITIES

Ageing population could emerge as forecast period growth driver
Convenience stores to gain share from retail e-commerce over forecast period
Rise of shrinking packaging sizes

CATEGORY DATA

Table 45 - Retail Sales of Wipes by Category: Value 2019-2024
Table 46 - Retail Sales of Wipes by Category: % Value Growth 2019-2024
Table 47 - NBO Company Shares of Retail Wipes: % Value 2020-2024
Table 48 - LBN Brand Shares of Retail Wipes: % Value 2021-2024
Table 49 - Forecast Retail Sales of Wipes by Category: Value 2024-2029
Table 50 - Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

Retail Tissue in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price-sensitive consumers influence purchases of retail tissue in 2024
Competitive landscape remains consolidated but smaller players make gains
Supermarkets retains position as dominant distribution channel through increased volume and value discounts

PROSPECTS AND OPPORTUNITIES

Brands may need to justify higher costs to foster further sales growth
Warehouse clubs of neighbouring Chinese cities pose potential threat
Sustainability remains a key focus for future product innovation

CATEGORY DATA

Table 51 - Retail Sales of Tissue by Category: Value 2019-2024

Table 52 - Retail Sales of Tissue by Category: % Value Growth 2019-2024

Table 53 - NBO Company Shares of Retail Tissue: % Value 2020-2024

Table 54 - LBN Brand Shares of Retail Tissue: % Value 2021-2024

Table 55 - Forecast Retail Sales of Tissue by Category: Value 2024-2029

Table 56 - Forecast Retail Sales of Tissue by Category: % Value Growth 2024-2029

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-hong-kong-china/report.