



Euromonitor
International

Retail Tissue in Hong Kong, China

May 2026

Table of Contents

Retail Tissue in Hong Kong, China - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Tempo and Vinda Drive Premium Tissue Sales as Consumers Trade up

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Tempo and Vinda Drive Premium Tissue Sales as Consumers Trade up

Toilet Paper and Paper Towels Highlight Evolving Preferences Towards Quality and Functionality

Chart 2 - Pulppy Premium launches a premium 4-ply bathroom tissue

Premiumisation and Sustainability Shape Demand

Chart 3 - PureBamboo Hong Kong releases 100% bamboo pulp tissue product.

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Tissue Brands Justify Higher Prices through Added Value

Toilet Paper to Sustain Leadership While Paper Towels Accelerate Growth

Eco-Focused Innovation and Channel Shift Reshape Tissue Competition

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Concentration Fractures as Leading Players Lose Share and Are Overtaken

Chart 9 - Analyst Insight for Retail Tissue

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets and Health and Beauty Specialists Sustain Channel Leadership through In-Person Preferences

Expanded Online Product Choice and Digital Infrastructure Drive Channel Shifts

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail Tissue

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail Tissue

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Premium Brands Drive Value as Consumers Trade up for Quality

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Premium Brands Drive Value as Consumers Trade up for Quality

Retail Adult Incontinence Sees Dynamic Growth

Chart 21 - MoliCare's Premium Elastic Adult Diapers

Brands Leverage E-Commerce and Eco-Credentials to Expand Reach

Chart 22 - PureBamboo's 100% Bamboo Pulp Tissue

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Eco and Digital Innovations to Shift Consumer Loyalty and Value

Toilet Paper and Facial Tissues to Maintain Lead as Adult Care Accelerates

Sustainability and "Smart Hygiene" to Transform Buying Patterns

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Guangdong Zhongshun Paper Industry Group Closes the Gap with Leading Players

Chart 27 - Analyst Insight for Tissue and Hygiene

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets Reinforce Dominance as E-Commerce Steadies

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/retail-tissue-in-hong-kong-china/report.