



Away-From-Home Tissue and Hygiene in New Zealand

May 2026

Away-From-Home Tissue and Hygiene in New Zealand - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Essity Leverages Geothermal Energy to Accelerate Eco-Led Gains

KEY INDUSTRY TRENDS

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

INDUSTRY PERFORMANCE

Essity Leverages Geothermal Energy to Accelerate Eco-Led Gains

Away-From-Home Hygiene Drives Value While Away-From-Home Hygiene Experiences Dynamic Growth

Private Label Gains Traction as Affordability Shapes Purchasing Decisions

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Corporate Buyers to Prioritise Local, Sustainable Supply to Meet New Reporting Norms

Bulk Paper Solutions and Contract Supply Reinforce Dominance in High-Traffic Venues

Touchless Dispensers to Help Drive Technological Efficiency

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

CHANNELS

Essity Strengthens Business Wins through Sustainability and Trust

E-Commerce Remains Marginal as Institutional Buyers Prioritise Direct Supply

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 New Zealand - Industry Overview](#)

EXECUTIVE SUMMARY

Woolworths and Foodstuffs Drive Value Shift as Shoppers Prioritise Essentials

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Woolworths and Foodstuffs Drive Value Shift as Shoppers Prioritise Essentials

Chart 15 - Private Label Ranges Help Customers Through Cost of Living Challenge

Sorbent Leverages Premium Innovation to Sustain Value Despite Trading Down

Chart 16 - Sorbent Luxe & Large Premium 3-Ply Toilet Tissue

Essity'S Geothermal-Powered Production Secures Eco-Conscious Loyalty

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label to Gain Volume Share as Value-Conscious Shoppers Drive Polarisation

Domestic Producers Will Gain Advantage as Sustainability Becomes Non-Negotiable

Chart 19 - Analyst Insight for Tissue and Hygiene

Ageing Population to Accelerate Growth in Adult Incontinence and Lifestyle Hygiene

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Gains Erode Leaders' Share as Affordability Drives Loyalty Shifts

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Supermarkets Strengthen Hold as Shoppers Seek Weekly Convenience

Retail E-Commerce Captures Loyalty with Bulk and Privacy-Focused Offers

Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Tissue and Hygiene

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Tissue and Hygiene

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - Population by Generation 2025

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