



# Away-From-Home Tissue and Hygiene in the United Kingdom

April 2026

## Away-From-Home Tissue and Hygiene in the United Kingdom - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Population and Macroeconomic Factors Support Category Performance

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends Away-from-Home

#### INDUSTRY PERFORMANCE

Population and Macroeconomic Factors Support Category Performance

Wide Use across Channels Underpins Away-From-Home Tissue

Sustainability and Technological Innovation Trends Are Shaping the Away-From-Home Environment

Chart 2 - Kimberly-Clark Professional Launches Onvation

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

#### WHAT'S NEXT?

Healthcare Institutions Prioritise Advanced Hygiene Solutions as the Population Ages

Sustainability Innovations Prompt Buyers to Favour Environmentally-Focused Launches

Chart 5 - Northwood Hygiene Products Launches Natural Range Made of Recycled Cardboard

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

#### CHANNELS

Stable Distribution Patterns Persist as Channel Shifts Remain Absent

Chart 8 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 9 - Economic Context for Away-from-Home

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 12 - Consumer Context for Away-from-Home

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

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[Tissue and Hygiene in the United Kingdom - Industry Overview](#)

#### EXECUTIVE SUMMARY

Persistent Demand for Advanced Features, Comfort and Eco-Friendly Products

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

#### INDUSTRY PERFORMANCE

Persistent Demand for Advanced Features, Comfort and Eco-Friendly Products

Chart 17 - Andrex Ultimate Fresh XL Hygiene Wipes

Demographic Trends Play a Strong and Growing Role in Tissue and Hygiene

Chart 18 - Fluus Launches in Tesco

Novelties Address Consumers' Sustainability, Hygiene and Convenience Concerns

Chart 19 - The Cheeky Panda Unveils Bamboo based Products

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

## WHAT'S NEXT?

Demographic Trends to Continue to Exert a Strong Influence on Category Performances

Eco-Innovation and Premiumisation to Reshape Consumer Loyalty and Competition

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Kimberly-Clark and Procter & Gamble Maintain Lead as Private Label Competes on Price

Chart 24 - Analyst Insight for Tissue and Hygiene

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

## CHANNELS

Shift From Retail Offline to Online

Subscription Models, Seamless Shopping and Broad Assortments Fuel Online Loyalty

Chart 27 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 28 - Economic Context for Menstrual Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 31 - Consumer Context for Menstrual Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

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