



Euromonitor  
International

# Retail Tissue in Greece

April 2026

Table of Contents

## Retail Tissue in Greece - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Affordability Remains Key Trend as Price Sensitivity Continues

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

#### INDUSTRY PERFORMANCE

Affordability Remains Key Trend as Price Sensitivity Continues

Brands Shift to Eco-Friendly and Premium Options to Meet Sustainability and Innovation Expectations

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

Chart 4 - Volume Sales 2020-2030

#### WHAT'S NEXT?

Discounters and Variety Stores to Attract Price-Focused Households Amid Shifting Demand

Toilet Paper to Sustain Value Lead as Paper Towels Show Strongest Gains

Private Label Gains to Accelerate as Brand Loyalty Erodes

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Lidl Hellas Expands Shelf Space and Quality to Outpace Branded Rivals

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

#### CHANNELS

Supermarkets Leverage Wide Assortment and Promotions to Maintain Lead

Lidl Capitalises on Private Label Expansion to Outpace Rivals

Online Convenience Drives Growth as E-Commerce Accelerates

Chart 9 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail Tissue

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail Tissue

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

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

#### EXECUTIVE SUMMARY

Retailers Expand Premium Private Label to Capture Value Amid Consumer Price Sensitivity

#### KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Retailers Expand Premium Private Label to Capture Value Amid Consumer Price Sensitivity

Adult Incontinence Outpaces Other Categories as Ageing Accelerates Portfolio Shifts

Mega Disposables and Procter & Gamble Introduce Water-Based Wipes to Meet Demand for Skin-Friendly, Sustainable Solutions

Chart 18 - Water-Based Wipes from Mega Disposables

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Manufacturers to Increase Bulk Packs and Smaller Sizes to Address Value and Affordability

Eco Claims and Pack Innovation Face Affordability Challenge as Value for Money Dominates Shopper Priorities

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Mega Disposables Leverages Brand Loyalty as Fragmentation Intensifies

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

## CHANNELS

Supermarkets Leverage Outlet Reach and Promotions to Maintain Lead

Discounters and E-Commerce Accelerate as Shoppers Prioritise Convenience and Price

Chart 25 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 26 - Economic Context for Tissue and Hygiene

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 29 - Consumer Context for Tissue and Hygiene

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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-greece/report](http://www.euromonitor.com/retail-tissue-in-greece/report).