



Away-From-Home Tissue and Hygiene in Colombia

April 2026

Away-From-Home Tissue and Hygiene in Colombia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Companies Drive Operational Savings and Sustainability through Convenience

KEY INDUSTRY TRENDS

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

INDUSTRY PERFORMANCE

Companies Drive Operational Savings and Sustainability through Convenience

Chart 2 - Essity launches Tork Vision T

Kimberly-Clark Professional Enables Shared Responsibility for Waste Reduction

Chart 3 - ReNew promotes corporate environmental responsibility

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Cost-Focused Institutions to Adopt Affordable Solutions and Drive Volume Shift

Colombia's Shifting Demographics to Fuel Opportunities

Away-From-Home Hygiene to Gain Traction as Hygiene Awareness Transforms Cleaning Routines

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

CHANNELS

Horeca Channels Boost Tissue Sales as Tourism Expands

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Affordability Trend Drives Value-Based Demand as Consumers Shift Spending

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Affordability Trend Drives Value-Based Demand as Consumers Shift Spending

Chart 17 - Discounters Offer Premium Products at Affordable Prices

Premiumisation Trend Builds as Consumers Demand Enhanced Features

Chart 18 - New improvements to Familia

Huggies Dermacare Elevates Skin Health and Product Innovation for Families

Chart 19 - Huggies Dermacare Diapers

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label Upgrades Products and Commercial Brands Intensify Innovation

Ageing Demographic to Accelerate Growth for Convenient and Discreet Formats

Eco Claims in Disposable Products Gain Traction While Reusable Products Remain Niche

Chart 22 - Analyst Insight for Tissue and Hygiene

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity and Tecnoquímicas Defend Share as Private Label Competition Intensifies

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Discounters Capture Household Spending as Private Label Widens Appeal

E-Commerce Expands Reach via Pharmacy Apps and Rapid Delivery

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Tissue and Hygiene

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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/away-from-home-tissue-and-hygiene-in-colombia/report.