



# Retail Tissue in Peru

May 2026

Table of Contents

## Retail Tissue in Peru - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Supermercados Peruanos Expands Value Offerings as Price Sensitivity Rises

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

#### INDUSTRY PERFORMANCE

Supermercados Peruanos Expands Value Offerings as Price Sensitivity Rises

Chart 2 - Supermercados Peruanos Launches Economy Range

Convenience Trend Grows Demand for Longer Formats and Exclusive Launches

Chart 3 - Elite XL Marks Softys' Brand Debut

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

#### WHAT'S NEXT?

Ongoing Growth Expected, with High-Length Formats to Be in Demand

Toilet Paper Strengthens Its Lead as Paper Towels Outpace Rivals

Eco-Labelled Innovation and Channel Shifts Open New Premium Opportunities

Chart 7 - Analyst Insight for Retail Tissue

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Softys Defends Top Position as Papelera Reyes Gains on Affordability

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

#### CHANNELS

Discounters and Hypermarkets Capture Spend as Shoppers Seek Value

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 Peru - Industry Overview](#)

#### EXECUTIVE SUMMARY

Brands Capitalise on Value-Driven Buying with Larger Packs to Aid Value Share

#### KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Brands Capitalise on Value-Driven Buying with Larger Packs to Aid Value Share

Chart 21 - Value Sized Packs Propel Affordable Brands

Consumers Seek Products That Streamline Daily Routines

Chart 22 - Softys' Elite XL Paper

Premium Features Fuel Retail Adult Incontinence Growth

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

## WHAT'S NEXT?

Discounters to Attract Price-Focused Shoppers as Private Label Accelerates

Retail Hygiene Will Maintain Lead as Adult Incontinence Outpaces Growth

Discounters and Economic Brands to Grow through Private Label Ranges

Chart 25 - Analyst Insight for Tissue and Hygiene

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Softys and Kimberly-Clark Defend Leadership as New Rivals Gain Ground

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

## CHANNELS

Small Local Grocers Maintain Channel Lead

Mass Captures Share From Small Grocers with Low Prices and Large Packs

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-peru/report](http://www.euromonitor.com/retail-tissue-in-peru/report).