



Euromonitor  
International

# Away-From-Home Tissue and Hygiene in Uzbekistan

May 2026

## Away-From-Home Tissue and Hygiene in Uzbekistan - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Selen Lux and Sunlight Group Drive Value through Affordability

#### KEY INDUSTRY TRENDS

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

#### INDUSTRY PERFORMANCE

Selen Lux and Sunlight Group Drive Value through Affordability

Chart 2 - Local Companies Lead Affordable Hygiene

Horeca Trade Boosts Premium Adoption in Foodservice

Chart 3 - Horeca Premium Offerings

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Hospitality Operators Embrace Global Standards to Drive Hygiene Upgrades

Tailored Tissue Solutions to Power Growth

E-Commerce Platforms to Widen Business Procurement and Quality Expectations

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

#### CHANNELS

Horeca Expansion Drives Business and Horeca Channel Growth

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 Uzbekistan - Industry Overview](#)

#### EXECUTIVE SUMMARY

Brands Seize Shares by Appealing to Value Shoppers

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

#### INDUSTRY PERFORMANCE

Brands Seize Shares by Appealing to Value Shoppers

Chart 17 - Brands Capture Growth

Rising Urban Incomes Fuel Premiumisation Growth

E-Commerce Boosts Online Hygiene Sales with Bundled Offers

Chart 18 - E-Commerce Expands Reach

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Rising Internet Platforms to Reshape Purchasing and Consumption Patterns

Chart 21 - Analyst Insight for Tissue and Hygiene

Brands to Focus on Younger Consumers to Aid Incontinence and Menstrual Care Growth

Rising Hygiene Awareness and Consumption Needs to Fuel Growth

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Local Manufacturers Expand Share as Affordability Drives Loyalty

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

## CHANNELS

Supermarkets and Specialists Strengthen Lead as Consumers Shift to Modern Retail

E-Commerce Captures Online Growth through Promotional Offers and Convenience

Chart 26 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 27 - Economic Context for Tissue and Hygiene

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 30 - Consumer Context for Tissue and Hygiene

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-uzbekistan/report](http://www.euromonitor.com/away-from-home-tissue-and-hygiene-in-uzbekistan/report).