



Retail Tissue in Uzbekistan

May 2026

Table of Contents

Retail Tissue in Uzbekistan - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polarised Consumer Demands Shift Routines through Value and Quality

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Polarised Consumer Demands Shift Routines through Value and Quality

Affordable Toilet Paper Anchors Household Spending

Chart 2 - Sunlight'S Affordability Edge

Premium Launches Shape Consumer Choices

Chart 3 - Elma'S Premium Expansion

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Focus on Affordability to Boost Consumer Loyalty

Urban Shoppers Continue to Pivot to High-Value Paper Picks

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Selen Lux and International Paper Reinforce Price Leadership through Integration

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Lead as Health and Beauty Specialists Expand Reach

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Retail Tissue

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Retail Tissue

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - 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 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Brands Seize Shares by Appealing to Value Shoppers

Chart 20 - Brands Capture Growth

Rising Urban Incomes Fuel Premiumisation Growth

E-Commerce Boosts Online Hygiene Sales with Bundled Offers

Chart 21 - E-Commerce Expands Reach

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Internet Platforms to Reshape Purchasing and Consumption Patterns

Chart 24 - 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 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Manufacturers Expand Share as Affordability Drives Loyalty

Chart 27 - Company Shares 2025

Chart 28 - 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 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-uzbekistan/report.