



# Tissue and Hygiene in Pakistan

May 2026

Table of Contents

## Tissue and Hygiene in Pakistan

### EXECUTIVE SUMMARY

Brands and Private Label Target Cost-Conscious Shoppers with Budget Tissue Ranges

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Tissue and Hygiene

#### INDUSTRY PERFORMANCE

Brands and Private Label Target Cost-Conscious Shoppers with Budget Tissue Ranges

Chart 2 - Packages Ltd Pushes Value Tissue

Premiumisation Trend Drives Value Sales

Chart 3 - Hankies' Premium Perfumed Tissue

Rose Petal Drives Online Sales with Bulk Bundles and Digital Campaigns

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Brands to Sharpen Price Strategies Midst Polarisation between Economy and Premium Options

Health and Hygiene Awareness Increases with Ongoing Consumer Education

Online Retailers Expand Reach as E-Commerce Drives Bulk Purchasing

Chart 6 - Analyst Insights for Tissue and Hygiene

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Packages Ltd and Procter & Gamble Maintain Steady Lead

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

#### CHANNELS

Small Local Grocers Lose Share as Supermarkets Attract Urban Families

Quick-Commerce Platforms and Online Deals Accelerate E-Commerce Growth

Chart 11 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 12 - Economic Context for Tissue and Hygiene

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 15 - Consumer Context for Tissue and Hygiene

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

Away-From-Home Tissue and Hygiene in Pakistan

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Bulk Sales and Brand Customisation Drives Horeca Shift to Value-Led Tissue Procurement

## KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends Away-from-Home

## INDUSTRY PERFORMANCE

Bulk Sales and Brand Customisation Drives Horeca Shift to Value-Led Tissue Procurement

Chart 20 - Packages Ltd Expands Its Afh Solutions - Rose Professional Solutions

Online B2b Platforms Transform Tissue Procurement for Horeca Buyers

Chart 21 - Cafés and Hotels Shift Afh Tissue Procurement to Online Marketplaces in 2025

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

## WHAT'S NEXT?

Hotels and Quick-Service Restaurants to Accelerate Tissue Volume Gains

Hospital Procurement to Shifts to Certified and Sustainable Tissue Formats

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

## CHANNELS

Horeca Sustains Tissue Dominance as Hospitals and Offices Diversify Demand

Chart 26 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 27 - Economic Context for Away-from-Home

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 30 - Consumer Context for Away-from-Home

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Pakistan](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Brands Drive Value through Affordability and Visibility

## KEY INDUSTRY TRENDS

Chart 34 - Key Industry Trends for Nappies/Diapers/Pants

## INDUSTRY PERFORMANCE

Brands Drive Value through Affordability and Visibility

Chart 35 - Canbebe Reduces Its Environmental Footprint

E-Commerce Grows with Bulk and Subscription Offerings

Chart 36 - Leo Diapers Secures Premium Visibility on Pandamart

Eco-Launches Signal Early Shift Towards Sustainable Choices

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

## WHAT'S NEXT?

E-Commerce Platforms Accelerate Digital Purchasing Habits among Parents

Eco-Friendly Innovations and Skin Sensitivity Drive Premiumisation in Urban Centres

Modern Retail Formats and Urbanisation Shift Purchasing Patterns Towards Value and Reliability

Chart 40 - Analyst Insight for Nappies/Diapers/Pants

Chart 41 - Forecast Value Sales 2020-2030

Chart 42 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Hayat Kimya Sanayi as Defends Lead as Local Brands Capture Share with Discounting

Chart 43 - Company Shares 2025

Chart 44 - Brand Shares 2025

## CHANNELS

Small Local Grocers Lose Ground as Supermarkets and E-Commerce Gain Share

Chart 45 - Retail Channels 2020-2025

## PRODUCTS

Canbebe and Molfix Respond to Rising Demand for Value and Sustainability

Molfix and Leo Drive Digital Engagement with Tailored Retail Strategies

Eco Launches and Value Packs Reshape Consumer Loyalty and Brand Competition

## ECONOMIC CONTEXT

Chart 46 - Economic Context for Nappies/Diapers/Pants

Chart 47 - Real Gdp Growth 2020-2030

Chart 48 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 49 - Consumer Context for Nappies/Diapers/Pants

Chart 50 - Population 2020-2030

Chart 51 - Consumer Expenditure 2020-2030

Chart 52 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Pakistan](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Brands Leverage Digital Channels to Expand Access and Reshape Purchasing

### KEY INDUSTRY TRENDS

Chart 53 - Key Industry Trends for Menstrual Care

## INDUSTRY PERFORMANCE

Brands Leverage Digital Channels to Expand Access and Reshape Purchasing

Brands Respond to Demand for Mobility and Convenience with Innovative Designs

Chart 54 - Always Markets Comfortability

Wellness-Driven Brands Fuel Rapid Diversification

Chart 55 - Value Sales 2020-2030

Chart 56 - Volume Sales 2020-2030

Chart 57 - Value Sales by Category 2025

## WHAT'S NEXT?

E-Commerce and Local Stores to Boost Access While Towels Will Remain Popular  
Affordability to Remain a Key Driver Amid Economic Uncertainty  
Brands to Collaborate with Ngos to Run Awareness Campaigns  
Chart 58 - Analyst Insights for Menstrual Care  
Chart 59 - Forecast Value Sales 2020-2030  
Chart 60 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Procter & Gamble Extends Lead through Innovation and Distribution  
Chart 61 - Company Shares 2025  
Chart 62 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Capture Modern Trade Gains as Shoppers Seek Variety  
Chart 63 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 64 - Economic Context for Menstrual Care  
Chart 65 - Real Gdp Growth 2020-2030  
Chart 66 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 67 - Consumer Context for Menstrual Care  
Chart 68 - Population 2020-2030  
Chart 69 - Consumer Expenditure 2020-2030  
Chart 70 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Wipes in Pakistan](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Budget Brands Gain Popularity as Consumers Continue to Seek Value for Money

### KEY INDUSTRY TRENDS

Chart 71 - Key Industry Trends for Wipes

## INDUSTRY PERFORMANCE

Budget Brands Gain Popularity as Consumers Continue to Seek Value for Money  
Chart 72 - Push for Private Label Ranges  
Convenience Trends Drive Demand for Travel Packs with On-The-Go Features  
Brands Fuel Bulk-Buying through Exclusive Online Bundle Deals  
Chart 73 - E-Commerce Platforms Launch Bundle Packs

## WHAT'S NEXT?

Online Marketplaces Expand Reach by Targeting Urban and Young Shoppers with Digital Bundles  
Health Consciousness and Hygiene Awareness Will Continue to Support Sales of Wipes  
Premium and Speciality Launches to Gain Traction among Urban, Health-Conscious Buyers  
Chart 74 - Analyst Insights for Wipes  
Chart 75 - Forecast Value Sales 2020-2030  
Chart 76 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Procter & Gamble Defends Lead through Brand Recognition and Distribution

Chart 77 - Company Shares 2025

Chart 78 - Brand Shares 2025

## CHANNELS

Small Local Grocers Retains Channel Lead as Supermarkets Grow Shares

Chart 79 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 80 - Economic Context for Wipes

Chart 81 - Real Gdp Growth 2020-2030

Chart 82 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 83 - Consumer Context for Wipes

Chart 84 - Population 2020-2030

Chart 85 - Consumer Expenditure 2020-2030

Chart 86 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Pakistan](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Growth Accelerates through Targeting Value and Premium-Seeking Consumers

### KEY INDUSTRY TRENDS

Chart 87 - Key Industry Trends for Retail Tissue

## INDUSTRY PERFORMANCE

Growth Accelerates through Targeting Value and Premium-Seeking Consumers

Toilet Paper Remains the Largest Category, as Premiumisation and Value Packs Boost Usage

Chart 88 - Tux Royale 2-Ply Facial Tissue

E-Commerce Leads Launches to Capture Urban Consumers

Chart 89 - Tux Leverages Online Platforms to Boost Sales

Chart 90 - Value Sales 2020-2030

Chart 91 - Volume Sales 2020-2030

Chart 92 - Value Sales by Category 2025

## WHAT'S NEXT?

Urbanisation and Space-Saving Alternatives Offer Prime Opportunities for Brands

E-Commerce and Quick-Commerce to Shift Consumer Purchasing Behaviour

Private Label Ranges Grow as Consumers Continue to Be Driven by Value

Chart 93 - Market Insights for Retail Tissue

Chart 94 - Forecast Value Sales 2020-2030

Chart 95 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Packages Ltd Sustains Dominance as Value Brands Gain Ground

Chart 96 - Company Shares 2025

Chart 97 - Brand Shares 2025

## CHANNELS

Supermarkets Capture Urban Demand as Small Grocers Lose Ground

Chart 98 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 99 - Economic Context for Retail Tissue

Chart 100 - Real Gdp Growth 2020-2030

Chart 101 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 102 - Consumer Context for Retail Tissue

Chart 103 - Population 2020-2030

Chart 104 - Consumer Expenditure 2020-2030

Chart 105 - 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/tissue-and-hygiene-in-pakistan/report](http://www.euromonitor.com/tissue-and-hygiene-in-pakistan/report).