



Euromonitor
International

Retail Tissue in Ireland

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Economic Stability and Easing Inflation Help Drive Retail Tissue Growth

Plenty'S Compostable Rolls and Cheeky Panda'S Bamboo Drive Sustainability and Premiumisation

Chart 2 - Plenty Continues Sustainability Focus with FSC-Certified Compostable Kitchen Rolls

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Longer Rolls and Premium Features to Drive Consumer Loyalty

Toilet Paper Maintains Dominance as Paper Towels Accelerate

Eco-Friendly Innovation Sets New Standards for Product Development

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Andrex the Leading Brand, but Private Label Players Remain to the Fore

Plenty and Cheeky Panda Set New Benchmarks in Eco-Friendly and Premium Features

Chart 8 - Cheeky Panda and Cushelle Drive Premium Tissue Trend with Ultra-Soft and Bamboo Options

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets and Discounters Attract Shoppers with Bulk Packs and Promotions

E-Commerce Outpaces Offline Rivals as Shoppers Seek Home Delivery and Premium Options

Kimberly-Clark and Suzano Reshape Brand Landscape through Strategic Partnership

Chart 11 - Analyst Insight for Retail Tissue

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 Ireland - Industry Overview

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Plenty and Cushelle Drive Sustainable Innovation with Eco-Focused Launches

Chart 21 - Brands Continue Sustainability Focus with Eco-Friendly Innovations

Tena and Bodyform Boost Clean Wellness with Skin-Focused Innovations

Convenient Formats and E-Commerce Fuel Demand for Functional Upgrades

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Fsc-Certified Fibres and Compostable Packaging to Set New Standards for Value Growth

Premium Comfort and Eco-Friendly Features to Reshape Buying Decisions

Population Ageing and Rising Expenditure to Amplify Demand for Hygiene Upgrades

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Kimberly-Clark Remain the Leading Players, but Private Label Continues Gaining Share

Chart 26 - Andrex Reinforces Premium Positioning with Ultimate Fresh Wipes

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets Maintain the Leadership but E-Commerce Is Reshaping Channel Share

E-Commerce Attracts Premium Buyers with Subscription 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-ireland/report.