



Euromonitor
International

Wipes in Pakistan

May 2026

Table of Contents

Wipes in Pakistan - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

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

Chart 2 - 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 3 - 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 4 - Analyst Insights for Wipes

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Defends Lead through Brand Recognition and Distribution

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Small Local Grocers Retains Channel Lead as Supermarkets Grow Shares

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Wipes

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Wipes

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Pakistan - Industry Overview

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

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

Chart 18 - Packages Ltd Pushes Value Tissue

Premiumisation Trend Drives Value Sales

Chart 19 - Hankies' Premium Perfumed Tissue

Rose Petal Drives Online Sales with Bulk Bundles and Digital Campaigns

Chart 20 - Value Sales 2020-2030

Chart 21 - 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 22 - Analyst Insights for Tissue and Hygiene

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Packages Ltd and Procter & Gamble Maintain Steady Lead

Chart 25 - Company Shares 2025

Chart 26 - 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 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Tissue and Hygiene

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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/wipes-in-pakistan/report.