



Euromonitor
International

Tissue and Hygiene in Jordan

March 2025

Table of Contents

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tissue and hygiene?

MARKET DATA

Table 1 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024

Table 2 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024

Table 4 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024

Table 5 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024

Table 6 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024

Table 7 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024

Table 8 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029

Table 9 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

MENSTRUAL CARE

Key Data Findings

2024 Developments

Growth in the female population, and increasing education and empowerment

Procter & Gamble leads in menstrual care

Small local grocers channel is the key contributor to sales of menstrual care products

Prospects and Opportunities

Menstrual care expected to maintain growth trend

E-commerce channel set to make a greater contribution to sales of menstrual care

High purchasing power of Jordanian households can support product innovation

Category Data

Table 10 - Retail Sales of Menstrual Care by Category: Value 2019-2024

Table 11 - Retail Sales of Menstrual Care by Category: % Value Growth 2019-2024

Table 12 - NBO Company Shares of Retail Menstrual Care: % Value 2020-2024

Table 13 - LBN Brand Shares of Retail Menstrual Care: % Value 2021-2024

Table 14 - Forecast Retail Sales of Menstrual Care by Category: Value 2024-2029

Table 15 - Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2024-2029

NAPPIES/DIAPERS/PANTS

Key Data Findings

2024 Developments

Nappies/diapers/pants faces challenge of falling birth rates

Al Sanabel Converting Industries Co leads nappies/diapers/pants

Small local grocers the largest distribution channel in nappies/diapers/pants

Prospects and Opportunities

Sales of nappies/diapers/pants expected to decline in the long run

E-commerce to become increasingly important

Opportunities for innovations such as smart nappies and ultra-absorbent materials

Category Data

Table 16 - Retail Sales of Nappies/Diapers/Pants by Category: Value 2019-2024

Table 17 - Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2019-2024

Table 18 - NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2020-2024
Table 19 - LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2021-2024
Table 20 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2024-2029
Table 21 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2024-2029

RETAIL ADULT INCONTINENCE

Key Data Findings

2024 Developments

Adult incontinence continues to grow, driven by growing elderly population

Fine leads adult incontinence

Pharmacies a key channel for adult incontinence products

Prospects and Opportunities

Sales of adult incontinence expected to see continued solid growth

E-commerce set to make increasing contribution to sales of adult incontinence products

Innovations to focus on affordability and efficiency

Category Data

Table 22 - Sales of Retail Adult Incontinence by Category: Value 2019-2024

Table 23 - Sales of Retail Adult Incontinence by Category: % Value Growth 2019-2024

Table 24 - NBO Company Shares of Retail Adult Incontinence: % Value 2020-2024

Table 25 - LBN Brand Shares of Retail Adult Incontinence: % Value 2021-2024

Table 26 - Forecast Sales of Retail Adult Incontinence by Category: Value 2024-2029

Table 27 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2024-2029

WIPES

Key Data Findings

2024 Developments

Rising demand for personal wipes

Munir Sukhtian Group the leading player in personal wipes

Supermarkets channel the key contributor to sales of personal wipes

Prospects and Opportunities

Personal wipes expected to maintain steady growth

Further expansion of e-commerce

Innovations expected in the forecast period

Category Data

Table 28 - Retail Sales of Wipes by Category: Value 2019-2024

Table 29 - Retail Sales of Wipes by Category: % Value Growth 2019-2024

Table 30 - NBO Company Shares of Retail Wipes: % Value 2020-2024

Table 31 - LBN Brand Shares of Retail Wipes: % Value 2021-2024

Table 32 - Forecast Retail Sales of Wipes by Category: Value 2024-2029

Table 33 - Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

RETAIL TISSUE

Key Data Findings

2024 Developments

Retail tissue showing solid growth

Nuqul leads retail tissue

Small local grocers key to distribution of retail tissue products

Prospects and Opportunities

Further growth ahead

E-commerce to establish presence in category

Eco-friendly products to enter the market.

Category Data

Table 34 - Retail Sales of Tissue by Category: Value 2019-2024

Table 35 - Retail Sales of Tissue by Category: % Value Growth 2019-2024

Table 36 - NBO Company Shares of Retail Tissue: % Value 2020-2024

Table 37 - LBN Brand Shares of Retail Tissue: % Value 2021-2024

Table 38 - Forecast Retail Sales of Tissue by Category: Value 2024-2029

Table 39 - Forecast Retail Sales of Tissue by Category: % Value Growth 2024-2029

AWAY-FROM-HOME TISSUE AND HYGIENE

Key Data Findings

2024 Developments

Away-from-home tissues in decline due to fall in tourism activities

Nuqul Group plays key role in AFH market

No significant presence for away-from-home adult incontinence

Prospects and Opportunities

AFH tissue and hygiene set to see growth

Digitalisation set to nurture e-commerce and B2B platforms

Customisation set to be the key to innovation in the AFH tissue market

Category Data

Table 40 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024

Table 41 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024

Table 42 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024

Table 43 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024

Table 44 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2024-2029

Table 45 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

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-jordan/report.