



Tissue and Hygiene in Cambodia

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?
- Chart 1 - Tissue and Hygiene: Supermarket
- Chart 2 - Tissue and Hygiene: Supermarket
- Chart 3 - Tissue and Hygiene: Supermarket

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
 - Rising awareness and accessibility drive growth in menstrual care
 - Unicharm leads, but competition intensifies
 - Supermarkets and pharmacies dominate
 - Prospects and Opportunities
 - Growing awareness and expansion of product accessibility
 - E-commerce adoption to rise gradually
 - Innovation and marketing to drive consumer engagement
- 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
 - Growing demand for disposable nappies driven by rising awareness and accessibility
 - Unicharm leads the market, but competition is increasing
 - Supermarkets and baby care stores emerge as key distribution channels
 - Prospects and Opportunities
 - Strong growth outlook as disposable nappy adoption increases
 - E-commerce adoption to rise gradually but remain secondary to physical retail
 - Innovation to focus on skin-friendly materials and comfort

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

Growing awareness and demand in urban areas

Taisun Vietnam Ltd leads retail adult incontinence

Pharmacies dominate distribution channels

Prospects and Opportunities

Sustained market growth anticipated

Slow but steady evolution of e-commerce

Product innovation focused on comfort and functionality

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

2024 Developments

Gradual adoption of wipes driven by urbanisation and convenience

Competitive landscape sees strong positioning of leading brands

Retail expansion supports greater accessibility to wipes

Prospects and Opportunities

Strong sales growth expected, driven by convenience and hygiene awareness

E-commerce growth to remain slow but steady

Innovation in skin-friendly formulations to drive demand

RETAIL TISSUE

Key Data Findings

2024 Developments

Retail tissue demand continues to grow alongside rising hygiene awareness

Competitive landscape remains strong, with leading brands maintaining dominance

Independent grocery stores remain dominant, while modern retail gains traction

Prospects and Opportunities

Retail tissue sales expected to rise alongside modern retail expansion

Independent grocery stores and convenience stores to dominate distribution

Innovation in softness and strength to enhance consumer appeal

Category Data

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

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

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

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

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

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

AWAY-FROM-HOME TISSUE AND HYGIENE

Key Data Findings

2024 Developments

- Growing hygiene awareness drives demand for away-from-home tissue
- Away-from-home adult incontinence products face slow adoption despite an ageing population
- Sustainability and efficiency drive innovation in away-from-home tissue packaging

Prospects and Opportunities

- Expanding hospitality and foodservice industries to boost away-from-home tissue demand
- Modern retail expansion and direct supplier relationships to enhance accessibility
- Sustainability and customisation to shape future innovation

Category Data

- Table 34 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024
- Table 35 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 36 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024
- Table 37 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024
- Table 38 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2024-2029
- Table 39 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

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