



# Away-From-Home Tissue and Hygiene in Lebanon

May 2026

## Away-From-Home Tissue and Hygiene in Lebanon - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Resurgence in International Visitors and Greater Economic Stability Drive Growth

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Away-From-Home Tissue and Hygiene

#### INDUSTRY PERFORMANCE

Resurgence in International Visitors and Greater Economic Stability Drive Growth

Fine Hygienic Holding Leverages Brand Trust to Expand into Wellness

Chart 2 - Fine Hygienic Holding Accelerates Holistic Expansion into Wellness

Sanita Servu Enhances E-Commerce to Streamline Institutional Procurement

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

#### WHAT'S NEXT?

Local Manufacturers to Secure Institutional Loyalty with Price Stability

Horeca Operators Balance Premium Guest Experience with Waste Reduction

Integrated Dispensing and Waste Solutions to Reshape Supplier Strategies

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

#### CHANNELS

Horeca Sees Share Growth as International Tourists Return

Chart 7 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 8 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 11 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

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[Tissue and Hygiene in Lebanon - Industry Overview](#)

#### EXECUTIVE SUMMARY

Households Increasingly Value the Affordability of Larger Packs and Local Brands

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Tissue and Hygiene

#### INDUSTRY PERFORMANCE

Households Increasingly Value the Affordability of Larger Packs and Local Brands

Happies Ultra Dry Sees Popularity in Nappies/Diapers as Families Seek Value

Chart 16 - Sanita Mega Saving Packs Deliver Affordable Options

Gipsy Wet Wipes Value Pack Captures Demand for Convenient Essentials

Chart 17 - Sanita Leverages the Convenience of its Multipurpose Personal Wipes for Growth

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

## WHAT'S NEXT?

Robust Value Growth, with the Localisation of Supply Chains Expected

Private Label to Drive Demand, Provided Safety and Functionality Needs Are Met

Dynamism for Adult Incontinence as the Potential Consumer Base Expands

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Sanita Leverages Local Trust to Expand Its Share Lead

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Such as Twafeer and Spinneys Drive Bulk Buying

Retail E-Commerce Gains Ground as Households Seek Consistency and Value

Chart 24 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 25 - Economic Context for Tissue and Hygiene

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 28 - Consumer Context for Tissue and Hygiene

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - Population by Generation 2025

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