



# Away-From-Home Tissue and Hygiene in Uganda

May 2026

Table of Contents

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

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Kimberly-Clark Introduces Data-Driven Solutions to Boost Efficiency and Hygiene Standards

#### INDUSTRY PERFORMANCE

Kimberly-Clark Introduces Data-Driven Solutions to Boost Efficiency and Hygiene Standards

Chart 1 - Onvation Smartfit Technology for Restroom Management

Kimberly-Clark'S Renewable Energy Transition Cuts Emissions and Boosts Eco-Credentials

Chart 2 - Kimberly-Clark's Tissue Facility Adopts 100% Renewable Energy

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

#### WHAT'S NEXT?

Healthcare and Food Service Expected to Drive Strong Gains as Hygiene Rises

Disposable Tissue Set to Maintain Lead as Innovation and Eco-Focus Intensify

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

#### CHANNELS

Hotels and Hospitals Prioritise Hygiene to Drive Demand for Tissue Products

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

#### COUNTRY REPORTS DISCLAIMER

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

#### EXECUTIVE SUMMARY

Releaf Leverages Promotional Bundling to Increase Value for Low-Income Buyers

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Tissue and Hygiene

#### INDUSTRY PERFORMANCE

Releaf Leverages Promotional Bundling to Increase Value for Low-Income Buyers

Chart 16 - Releaf Launches Pack with Free Panty Liners

Magic Comfort Introduces Plant-Based Diapers to Address Sustainability Concerns

Chart 17 - Aiwibi Launches Plant-Based Chemical-Free Diaper Line

Softcare Drives Mini Pack Wipe Sales through Influencer-Led Convenience Marketing

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

## WHAT'S NEXT?

Mobile Money Integration Expected to Boost E-Commerce as Urban Shoppers Seek Value

Nappies and Diapers Set to Drive Growth as Local Firms Scale up Value Options

Green Manufacturing and Reusable Innovation Poised to Redefine Brand Positioning

Chart 20 - Analyst Insight for Tissue and Hygiene

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Procter & Gamble Retains Lead as Norfund Fuels New Local Production

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

## CHANNELS

Small Local Grocers and Health and Beauty Specialists Sustain Rural Access as Supermarkets Expand Urban Reach

Made in Uganda and Vending Innovation Increase Affordable Access for Price-Sensitive Shoppers

Jumia and Kikuubo Online Capture Urban Demand as E-Commerce Bridges Gap in Product Availability and Privacy

Chart 25 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 26 - Economic Context for Tissue and Hygiene

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 29 - Consumer Context for Tissue and Hygiene

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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/away-from-home-tissue-and-hygiene-in-uganda/report](http://www.euromonitor.com/away-from-home-tissue-and-hygiene-in-uganda/report).