



Retail Tissue in Kuwait

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

City Hypermarket Expands Value-Focused Packs as Price Sensitivity Rises

INDUSTRY PERFORMANCE

City Hypermarket Expands Value-Focused Packs as Price Sensitivity Rises

Boxed Facial Tissues Outperform as Households Prioritise Comfort and Status

Chart 1 - Kimberly-Clark Corp Offering Ultra Soft Kleenex Facial Tissues for Premium Experience

Kleenex and City Hypermarket Shape Affordability and Premiumisation Strategies

Chart 2 - City Hypermarket Offers City Multipurpose Maxi Kitchen Roll

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Cooperatives Drive Value and Premium Splits as Population Diversifies

Brand Innovation and Channel Partnerships Reshape Profit and Loyalty Dynamics

Chart 6 - Analyst Insight for Retail Tissue

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kleenex Sustains Lead as Value Brands Gain Ground

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Hypermarkets and Co-Ops Drive Value with Multipack Focus

E-Commerce Apps Lift Bulky Pack Sales but Remain Niche

The Sultan Center and Lulu Merge Digital and Physical for Rapid Delivery

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Retail Tissue

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Retail Tissue

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Kuwait - Industry Overview

EXECUTIVE SUMMARY

Procter & Gamble Leverages Premium Innovation to Capture Value Growth

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Procter & Gamble Leverages Premium Innovation to Capture Value Growth

Chart 19 - Procter & Gamble Is Offering Always All-In-One Ultra Thin Pads for Premium Experience

Pampers and Always Drive Premiumisation as Wipes Respond to Wellness Demand

Irish Breeze Uc Meets Rising Wellness Expectations with Pure Water Wipes

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Union of Consumer Co-Operatives Steers Bulk Purchasing Behaviour

Value Packs and Premium Innovations Shape Shopper Decisions

Brands Focus on Clarity as Consumer Preferences Polarise

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Leverages Trust and Local Adaptation to Sustain Lead

Chart 24 - Pampers Rash Protection Nappies

Chart 25 - Competitive Landscape for Tissue and Hygiene

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Co-Ops and Hypermarkets Drive Bulk Buying through Price and Reach

Fast-Commerce Platforms and E-Commerce Apps Reshape Replenishment Patterns

Fast-Commerce Apps Capture Urgency and Premium Discovery in Hygiene

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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/retail-tissue-in-kuwait/report.