



Euromonitor
International

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Non-Oil Economic Expansion and Expatriates Fuel Away-From-Home Tissue

INDUSTRY PERFORMANCE

Non-Oil Economic Expansion and Expatriates Fuel Away-From-Home Tissue

Fine Hygienic Holding Leverages Wellness to Drive Growth

Chart 1 - Fine Hygienic Holding Expands into Wellness

Sanita Servu Uses Digital Procurement to Streamline Institutional Supply

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Smart Dispensing Adoption Set to Transform Hygiene Standards for Institutional Buyers

Hospital Investment to Drive Demand for High-Performance Hygiene Solutions

Rising Population and Consumer Spend to Reinforce Institutional Hygiene Budgets

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

CHANNELS

Horeca Dominates Away-From-Home Tissue and Hygiene Sales

Chart 6 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

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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 14 - 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 15 - Value Sales 2020-2030

Chart 16 - Value Sales by Category 2025

WHAT'S NEXT?

Union of Consumer Co-Operatives Steers Bulk Purchasing Behaviour

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Brands Focus on Clarity as Consumer Preferences Polarise

Chart 17 - Forecast Value Sales 2020-2030

Chart 18 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Leverages Trust and Local Adaptation to Sustain Lead

Chart 19 - Pampers Rash Protection Nappies

Chart 20 - Competitive Landscape for Tissue and Hygiene

Chart 21 - Company Shares 2025

Chart 22 - 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 23 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 24 - Economic Context for Tissue and Hygiene

Chart 25 - Real Gdp Growth 2020-2030

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Chart 27 - Consumer Context for Tissue and Hygiene

Chart 28 - Population 2020-2030

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Chart 30 - Population by Generation 2025

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