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International

# Away-From-Home Tissue and Hygiene in Tanzania

May 2026

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Inflation and Affordability Challenges Limit Premiumisation

### INDUSTRY PERFORMANCE

Inflation and Affordability Challenges Limit Premiumisation

Chandaria Industries Elevates Value with Premium and Eco-Friendly Product Launches

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

### WHAT'S NEXT?

Manufacturers Set to Increase Local Supply to Win Institutional Contracts

Tourism to Continue Driving Premiumisation While Economy Tissue Dominate Institutional Spend

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

### CHANNELS

Direct Institutional Supply Shapes Bulk Purchasing Behaviour

Chart 5 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 6 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 7 - Real Gdp Growth 2020-2030

Chart 8 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 9 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 10 - Population 2020-2030

Chart 11 - Consumer Expenditure 2020-2030

Chart 12 - Population by Generation 2025

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

### EXECUTIVE SUMMARY

Brands Broaden Access as Affordability Drives Purchasing Decisions

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

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### INDUSTRY PERFORMANCE

Brands Broaden Access as Affordability Drives Purchasing Decisions

Premium Features in Wipes and Tissue Products Attract Affluent Urban Consumers

Manufacturers Champion Clean Wellness and Sustainability through New Launches

Chart 14 - Value Sales 2020-2030

Chart 15 - Value Sales by Category 2025

### WHAT'S NEXT?

Affordability to Remain Influential Driver as Consumers Seek Value

E-Commerce and Premiumisation to Drive Urban Revenue Gains  
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## CHANNELS

Supermarkets Expand Reach as Small Local Grocers Maintain Rural Access  
Chart 20 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 21 - Economic Context for Tissue and Hygiene  
Chart 22 - Real Gdp Growth 2020-2030  
Chart 23 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 24 - Consumer Context for Tissue and Hygiene  
Chart 25 - Population 2020-2030  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/away-from-home-tissue-and-hygiene-in-tanzania/report](http://www.euromonitor.com/away-from-home-tissue-and-hygiene-in-tanzania/report).