



Away-From-Home Tissue and Hygiene in Bangladesh

May 2026

Away-From-Home Tissue and Hygiene in Bangladesh - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

International Hotels Raise Standards by Investing in Branded Hygiene Solutions

INDUSTRY PERFORMANCE

International Hotels Raise Standards by Investing in Branded Hygiene Solutions

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Bashundhara Will Face Renewed Competition as Perception of the Fresh Brand Improves

Custom-Branded Tissue Products to Maintain Growth, Especially in Horeca

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bashundhara Leverages Product Range and Reputation to Defend Lead

CHANNELS

Horeca Maintains Its Growth Trend as Tissue Products Become an Essential Part of Customer Service

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 Bangladesh - Industry Overview](#)

EXECUTIVE SUMMARY

Vat Exemption Boosts Affordable Innovation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Vat Exemption Boosts Affordable Innovation

Clean Wellness Drives New Launches and Growth for Menstrual Care

Chart 14 - Bangladesh's First Dermatologically Tested Solution for Sensitive Care

Kinder Captures Demand for High-Absorbency, Affordable Nappies

Chart 15 - High-Performance Absorbency Tailored for Long-Lasting Comfort

Meghna and Aci Automate Vending to Drive On-The-Go Hygiene Access

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Budget Shoppers to Accelerate Sales of Disposable Products as Awareness Grows

Nappies/Diapers/Pants to See Growth as Move to Disposable Drives Gains

Retail Adult Incontinence Set to Outpace All Other Categories as Demand for Hygiene Diversifies

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Square Toiletries Capitalises on Rising Brand Loyalty as Bashundhara Cedes Share

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Drugstores and Small Local Grocers Anchor Purchasing with Price Advantage and Access

Vending Machine Installations Reshape Access for Students and Workers

Online Channels Struggle as Consumers Demand Immediacy and Value

Chart 22 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 23 - Economic Context for Tissue and Hygiene

Chart 24 - Real GDP Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Tissue and Hygiene

Chart 27 - Population 2020-2030

Chart 28 - Consumer Expenditure 2020-2030

Chart 29 - Population by Generation 2025

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