



Euromonitor  
International

# Retail Tissue in Qatar

May 2026

Table of Contents

## Retail Tissue in Qatar - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Gulf Center and Jassor Factory Drive Value-Focused Purchasing

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

#### INDUSTRY PERFORMANCE

Gulf Center and Jassor Factory Drive Value-Focused Purchasing

Chart 2 - Gulf Center Partners with Jassor Factory for Affordable Tissue Products

Talabat Mart Leverages Digital Convenience to Fuel Bulk Buying

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Brands to Reshape Shopper Habits with Premium-Value Tissue

Boxed Facial Tissues to Sustain Dominance through Visible Quality Cues

Talabat Mart and Big-Pack Promotions to Accelerate Digital Tissue Adoption

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Players Leverage Technology to Secure Consumer Trust and Pricing Power

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

#### CHANNELS

Hypermarkets Maximise Bulk Buying and Value for Tissue Shoppers

Retail E-Commerce Accelerates with Online Bulk Tissue Promotions

Chart 10 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail Tissue

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail Tissue

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

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

#### EXECUTIVE SUMMARY

Retailers Drive Value-Focused Growth through Private Label Product Launches

#### KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Retailers Drive Value-Focused Growth through Private Label Product Launches

Chart 19 - Lulu Hypermarket: Private Label Baby Diapers

E-Commerce Accelerates Sales of Bulk and Replenishment Items as Privacy and Choice Become Priorities

Premiumisation and Urban Lifestyles Lift Retail Tissue While Nappies and Wipes Outpace on Volume

Chart 20 - Carrefour Private-Label Baby Pants

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

## WHAT'S NEXT?

Multipack Promotions and Premium Brands to Reshape Consumer Choice

Quick-Commerce Partnerships to Drive Rapid Delivery and Loyalty Shifts

Local Manufacturing Incentives to Reduce Import Risks and Boost Innovation

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Procter and Gamble Leverages Brand Loyalty and Innovation to Widen Lead

Chart 25 - Analyst Insight for Tissue and Hygiene

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

## CHANNELS

Retailers Retain Shoppers through Bulk Offers and Loyalty

Online Retailers Accelerate with Privacy and Convenience for Bulk Hygiene

Private Label Product Launches in Hypermarkets Drive Affordability and Choice

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-qatar/report](http://www.euromonitor.com/retail-tissue-in-qatar/report).