



Euromonitor
International

Top Five Trends in Retail Tissue and Hygiene

June 2026

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Our expert's view of retail tissue and hygiene in 2026

Key findings

INTRODUCTION

Key facts to share

Cost pressure is reshaping how value is judged

Top five trends in retail tissue and hygiene

Top five trends uncovered

REDEFINE VALUE BEYOND PRICE

Value is being redefined through outcomes, not just price tags

P&G: Charmin's Forever Roll drives value through abundance and longevity

Essity: Libresse Multistyle turns adaptable fit into scalable premiumisation

Winning value is about proving more, not pricing less

CONVENIENCE AS A KEY GROWTH LEVER

Convenience is now a demand multiplier

Kimberly-Clark: Kleenex Snap & Go turns portable tissues into a more usable format

Mianmian de Yang: Moonlight Treasure Box simplifies cycle routine with bundling

Convenience is where incremental growth is unlocked

WELLNESS AND LONGEVITY: A GROWING HYGIENE FRONTIER

Ageing is rewiring the growth priority

Softex: Confidence Pants normalises incontinence for active midlife

Unicharm: Lifree links incontinence care to diabetes-related needs

Longevity is creating the next wave of category growth

PROOF OVER PROMISE: RISE OF SCIENCE-BACKED

Proof is becoming the new engine of trust and pricing

Inertia: Prism Pads use material science to make clean claims more credible

Babycare: Transparency as proof through traceability and manufacturing visibility

Trust is becoming a measurable driver of growth

SUSTAINABILITY SHIFTS FROM VIRTUE TO PRACTICAL VALUE

Sustainability becomes an edge when it drives performance, cost and compliance

Renova: Waste-to-resource innovation makes circularity commercially tangible

Fluus at Tesco: Retailer adoption helps emerging flushable features scale faster

Sustainability grows when it improves the product, not just perception

CONCLUSION

Future implications

Opportunities for growth

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-five-trends-in-retail-tissue-and-hygiene/report.