



# Tissue and Hygiene in Peru

May 2026

Table of Contents

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Brands Capitalise on Value-Driven Buying with Larger Packs to Aid Value Share

Chart 2 - Value Sized Packs Propel Affordable Brands

Consumers Seek Products That Streamline Daily Routines

Chart 3 - Softys' Elite XL Paper

Premium Features Fuel Retail Adult Incontinence Growth

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

## WHAT'S NEXT?

Discounters to Attract Price-Focused Shoppers as Private Label Accelerates

Retail Hygiene Will Maintain Lead as Adult Incontinence Outpaces Growth

Discounters and Economic Brands to Grow through Private Label Ranges

Chart 6 - Analyst Insight for Tissue and Hygiene

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Softys and Kimberly-Clark Defend Leadership as New Rivals Gain Ground

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

## CHANNELS

Small Local Grocers Maintain Channel Lead

Mass Captures Share From Small Grocers with Low Prices and Large Packs

Chart 11 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 12 - Economic Context for Tissue and Hygiene

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 15 - Consumer Context for Tissue and Hygiene

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Away-From-Home Tissue and Hygiene in Peru

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

## KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Away-From-Home Tissue and Hygiene

## INDUSTRY PERFORMANCE

Kimberly-Clark and Softys Drive Sharp Price Competition, Limiting Premiumisation

Chart 20 - Brands Intensify Low Price Strategies

Away-From-Home Tissue Leads Value and Volume as Institutions Prioritise Core Formats

Chart 21 - Essity's Sustainability Focus

Essity'S Tork Leverages Dispensing Innovation to Win on Sustainability and Savings

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

## WHAT'S NEXT?

Institutions Shift to Value-Based Solutions as Population Rises

Consultative Selling to Unlock Growth in Institutional Hygiene

Price Competition Gives Way to Efficiency and Service-Driven Growth

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Top Manufacturers Compete on Price to Sustain Leadership

## CHANNELS

Brands Broaden Reach through Discounters as Competition Intensifies

Chart 26 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 27 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 30 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Peru](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Retail Adult Incontinence Summary

## KEY INDUSTRY TRENDS

Chart 34 - Key Industry Trends for Retail Adult Incontinence

## INDUSTRY PERFORMANCE

Economy Brands Sharpen Value Appeal to Capture Budget Shoppers

Chart 35 - Secos Refreshes Branding

Diversity and Awareness Fuel Light Adult Incontinence Growth

Chart 36 - Softys Expands Range

Premiumisation Persists, Even as Consumers Become More Price-Conscious

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

## WHAT'S NEXT?

Light Incontinence to Grow through Awareness and Capture New Users

Brands to Focus on Value Strategies as Competition Intensifies

Rising Older Population Fuels Demand for Affordable Innovation

Chart 40 - Analyst Insight for Retail Adult Incontinence

Chart 41 - Forecast Value Sales 2020-2030

Chart 42 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Private Label Secos Drives Value Leadership as Plenitud Fortifies Premium Trust

Chart 43 - Company Shares 2025

Chart 44 - Brand Shares 2025

## CHANNELS

Secos Amplifies Pharmacy Strength While Discounters Gain Traction

Chart 45 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 46 - Economic Context for Retail Adult Incontinence

Chart 47 - Real Gdp Growth 2020-2030

Chart 48 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 49 - Consumer Context for Retail Adult Incontinence

Chart 50 - Population 2020-2030

Chart 51 - Consumer Expenditure 2020-2030

Chart 52 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Peru](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

## KEY INDUSTRY TRENDS

Chart 53 - Key Industry Trends for Nappies/Diapers/Pants

## INDUSTRY PERFORMANCE

Brands Capitalise on Affordability Trends with Bulk Formats

Chart 54 - Ninet Value Sized Packs

Premiumisation Defends Value Despite Economic Pressures

Chart 55 - Huggies Natural Care

Convenience-Focused Pants Formats Drive Product Innovation and Loyalty

Chart 56 - Value Sales 2020-2030

Chart 57 - Volume Sales 2020-2030

Chart 58 - Value Sales by Category 2025

## WHAT'S NEXT?

Economic Pressures and Declining Birth Rates to Affect Growth

Brands Continue Accelerating Premiumisation to Offset Falling Birth Rates

Chart 59 - Analyst Insight for Nappies/Diapers/Pants

Chart 60 - Forecast Value Sales 2020-2030

Chart 61 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Kimberly-Clark Defends Lead as Softys and Inretail Close Gap

Chart 62 - Company Shares 2025

Chart 63 - Brand Shares 2025

## CHANNELS

Health and Beauty Specialists Maintain Lead through Loyalty

Discounters Challenge Traditional Retailers by Scaling Value-Led Formats

Digital Payment Adoption Drives Gradual E-Commerce Share Gains

Chart 64 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 65 - Economic Context for Nappies/Diapers/Pants

Chart 66 - Real Gdp Growth 2020-2030

Chart 67 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 68 - Consumer Context for Nappies/Diapers/Pants

Chart 69 - Population 2020-2030

Chart 70 - Consumer Expenditure 2020-2030

Chart 71 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Peru](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Menstrual Care Summary

### KEY INDUSTRY TRENDS

Chart 72 - Key Industry Trends for Menstrual Care

## INDUSTRY PERFORMANCE

Retailers Accelerate Private Label Growth, Squeezing Brand Share

Chart 73 - Supermercados Peruanos Launches Mithos

Brands Expand Night-Time and Tampon Lines to Meet Shifting Convenience Demands

Chart 74 - Kimberly Clark Counters Nosotras' Lead with Kotex

Kotex and Nosotras Intensify Competition in High-Coverage and Premium Formats

Chart 75 - Value Sales 2020-2030

Chart 76 - Volume Sales 2020-2030

Chart 77 - Value Sales by Category 2025

## WHAT'S NEXT?

Brands to Expand High-Absorption Formats as Slim Pads Lose Appeal

Retailers and Brands Intensify Price Competition to Defend Share

Consumers' Focus on Practicality Limits Traction for Sustainable Options

Chart 78 - Analyst Insight for Menstrual Care

Chart 79 - Forecast Value Sales 2020-2030

Chart 80 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Productos Sancela Del Perú Maintains Strong Lead as the Market Becomes More Concentrated

Supermercados Peruanos Challenges Brands with New Economy Offering

Chart 81 - Company Shares 2025

Chart 82 - Brand Shares 2025

## CHANNELS

Small Local Grocers Maintain Lead but Discounters and Specialists Expand Reach

Chart 83 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 84 - Economic Context for Menstrual Care

Chart 85 - Real Gdp Growth 2020-2030

Chart 86 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 87 - Consumer Context for Menstrual Care

Chart 88 - Population 2020-2030

Chart 89 - Consumer Expenditure 2020-2030

Chart 90 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Wipes in Peru

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Wipes Summary

## KEY INDUSTRY TRENDS

Chart 91 - Key Industry Trends for Wipes

## INDUSTRY PERFORMANCE

Brands Leverage Aggressive Pricing to Accelerate Leadership Shift

Chart 92 - Ninet Grows with Aggressive Pricing Strategy

Personal Wipes Outpaces Home Care Wipes as Usage Continues to Expand

Chart 93 - KCC Emphasises Premium Attributes

Manufacturers Adapt Portfolios to Meet as Consumer Demands for Skin-Friendly Wipes

Chart 94 - Value Sales 2020-2030

Chart 95 - Value Sales by Category 2025

## WHAT'S NEXT?

Discounters to Drive Price Competition as Brands Race to Deliver Value

Personal Wipes Set to Capture Household Routines as Innovation Shifts to Credibility

Chinese Imports Push Wipes toward Value-First Thinking

Chart 96 - Analyst Insight for Wipes

Chart 97 - Forecast Value Sales 2020-2030

Chart 98 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Landscape Begins to Fragment as Price Wars Reshape Leadership

Chart 99 - Company Shares 2025

Chart 100 - Brand Shares 2025

## CHANNELS

Supermarkets and Small Local Grocers Grow as Price Focus Intensifies

Emerging Discounter Concepts Accelerate Competitive Shifts and Brand Visibility

Chart 101 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 102 - Economic Context for Wipes

Chart 103 - Real Gdp Growth 2020-2030

Chart 104 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 105 - Consumer Context for Wipes

Chart 106 - Population 2020-2030

Chart 107 - Consumer Expenditure 2020-2030

Chart 108 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Peru](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Retail Tissue Summary

### KEY INDUSTRY TRENDS

Chart 109 - Key Industry Trends for Retail Tissue

## INDUSTRY PERFORMANCE

Supermercados Peruanos Expands Value Offerings as Price Sensitivity Rises

Chart 110 - Supermercados Peruanos Launches Economy Range

Convenience Trend Grows Demand for Longer Formats and Exclusive Launches

Chart 111 - Elite XL Marks Softys' Brand Debut

Chart 112 - Value Sales 2020-2030

Chart 113 - Volume Sales 2020-2030

Chart 114 - Value Sales by Category 2025

## WHAT'S NEXT?

Ongoing Growth Expected, with High-Length Formats to Be in Demand

Toilet Paper Strengthens Its Lead as Paper Towels Outpace Rivals

Eco-Labelled Innovation and Channel Shifts Open New Premium Opportunities

Chart 115 - Analyst Insight for Retail Tissue

Chart 116 - Forecast Value Sales 2020-2030

Chart 117 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Softys Defends Top Position as Papelera Reyes Gains on Affordability

Chart 118 - Company Shares 2025

Chart 119 - Brand Shares 2025

## CHANNELS

Discounters and Hypermarkets Capture Spend as Shoppers Seek Value

Chart 120 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 121 - Economic Context for Retail Tissue

Chart 122 - Real Gdp Growth 2020-2030

Chart 123 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 124 - Consumer Context for Retail Tissue

Chart 125 - Population 2020-2030

Chart 126 - Consumer Expenditure 2020-2030

Chart 127 - 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/tissue-and-hygiene-in-peru/report](http://www.euromonitor.com/tissue-and-hygiene-in-peru/report).