



Euromonitor
International

Away-From-Home Tissue and Hygiene in Chile

May 2026

Table of Contents

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends Away-from-Home

INDUSTRY PERFORMANCE

Manufacturers Drive Production Innovation to Strengthen Price Competitiveness

Chart 2 - FPC Tissue Targets Market Share Expansion with Major Production Upgrade

Fast-Food Outlets and Hotels Lift Demand as Consumers Return, but Price Sensitivity Persists

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Institutions to Embrace Affordable Basics as Digital and Eco Trends Reshape Demand

Smart Dispensers and Sustainability Initiatives Set to Cut Costs and Drive New Purchasing Behaviours

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

CHANNELS

Hotels and Restaurants Boost Tissue Consumption as Tourism Recovers

Institutional Focus Limits E-Commerce Impact on Tissue Sales

Chart 7 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Away-from-Home

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Away-from-Home

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Retailers Leverage Value-Driven Formats to Win Cautious Spenders

Chart 16 - Private Label Gains Ground

Brands Deepen Loyalty with Flexible Hygiene Subscriptions

Chart 17 - SoftysPrime Simplifies Hygiene with Convenient Subscription Deliveries

Eco-Friendly Tissue and Hygiene Offerings Align with Gen Z and Millennial Cohort

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers to Drive Premium Private Label Growth as Value-Seeking Shoppers Demand More

Sustainable Materials Adoption to Accelerate as Consumers and Regulation Push for Greener Solutions

Population Ageing Fuels Growth in Adult Incontinence as Family Size Declines

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Softys Strengthens Loyalty through Innovation and Omnichannel Expansion

Chart 22 - Analyst Insight for Tissue and Hygiene

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Extend Reach with One-Stop Value

E-Commerce and Traditional Trade Reshape Channel Growth Paths

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Tissue and Hygiene

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Tissue and Hygiene

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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.

