



Away-From-Home Tissue and Hygiene in Denmark

April 2026

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Essity Capitalises on Hygiene Shift as Growth Stabilises

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends Away-from-Home

INDUSTRY PERFORMANCE

Essity Capitalises on Hygiene Shift as Growth Stabilises

Tena Proskin Stretch Day and Night Delivers Added Convenience and Comfort

Chart 2 - TENA Delivers Enhanced Convenience

Sustainability-Led Design Redefines Everyday Hygiene Solutions

Chart 3 - Tork OptiServe Drives Waste Reduction

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Heightened Hygiene Expectations Set to Shape the Market's Future

Digital Innovation and Smart Technology Transforming the User Experience

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

CHANNELS

Return-To-Office Policies and Travel Patterns Drive Business and Horeca Gains

Absence of E-Commerce Reinforces the Dominance of Traditional Channels

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Away-from-Home

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Away-from-Home

Chart 13 - Population 2020-2030

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Chart 15 - Population by Generation 2025

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EXECUTIVE SUMMARY

Salling Group and Essity Drive Value-Led Innovation as Household Budgets Tighten

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

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INDUSTRY PERFORMANCE

Salling Group and Essity Drive Value-Led Innovation as Household Budgets Tighten

Modern Danish Households Look for More Than Just Low Prices

Chart 17 - Libero Promotes Clean Wellness

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters Expand Reach as Value and Convenience Shape Choices

Sustainability Pushes Innovation While Shifting Demand to Reusables

Omnichannel Strategies and Discounter Growth Redefine Retail Landscape

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

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Chart 23 - Libresse Multistyle Offers Versatility

Chart 24 - Company Shares 2025

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CHANNELS

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Retail E-Commerce Gains Ground as Omnichannel Convenience Grows

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Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Tissue and Hygiene

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

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