



Retail Tissue in Greece

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Affordability Remains Key Trend as Price Sensitivity Continues

Brands Shift to Eco-Friendly and Premium Options to Meet Sustainability and Innovation Expectations

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

Chart 4 - Volume Sales 2020-2030

WHAT'S NEXT?

Discounters and Variety Stores to Attract Price-Focused Households Amid Shifting Demand

Toilet Paper to Sustain Value Lead as Paper Towels Show Strongest Gains

Private Label Gains to Accelerate as Brand Loyalty Erodes

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lidl Hellas Expands Shelf Space and Quality to Outpace Branded Rivals

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets Leverage Wide Assortment and Promotions to Maintain Lead

Lidl Capitalises on Private Label Expansion to Outpace Rivals

Online Convenience Drives Growth as E-Commerce Accelerates

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail Tissue

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail Tissue

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Greece - Industry Overview

EXECUTIVE SUMMARY

Retailers Expand Premium Private Label to Capture Value Amid Consumer Price Sensitivity

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Retailers Expand Premium Private Label to Capture Value Amid Consumer Price Sensitivity

Adult Incontinence Outpaces Other Categories as Ageing Accelerates Portfolio Shifts

Mega Disposables and Procter & Gamble Introduce Water-Based Wipes to Meet Demand for Skin-Friendly, Sustainable Solutions

Chart 18 - Water-Based Wipes from Mega Disposables

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Manufacturers to Increase Bulk Packs and Smaller Sizes to Address Value and Affordability

Eco Claims and Pack Innovation Face Affordability Challenge as Value for Money Dominates Shopper Priorities

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mega Disposables Leverages Brand Loyalty as Fragmentation Intensifies

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Supermarkets Leverage Outlet Reach and Promotions to Maintain Lead

Discounters and E-Commerce Accelerate as Shoppers Prioritise Convenience and Price

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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-tissue-in-greece/report.