



Euromonitor
International

Retail Tissue in Egypt

May 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

Al Bardi Paper Mill Co Sae (Fine) Egypt Drives Trading Down with Large-Format Facial Tissue Bundles

Chart 2 - Al Bardi Paper Mill Co SAE (Fine) Egypt Offers a Six-Pack Facial Tissue Boxes at an Affordable Price

Paper Towels Capture Urban Growth Momentum

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Cultural Popularity of Facial Tissues Set to Support Ongoing Growth

Urban Living Drives Growth in Paper Towels

Chart 6 - Analyst Insight for Retail Tissue

Tech-Savvy Shoppers Embrace Digital Bundles for Affordable Wellness

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Hayat Egypt Challenges Al Bardi Paper Mill's Lead through Multi-Tier Branding

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Bulk Buying Amid Inflation

E-Commerce Leverages Bulk Buying Offers and Convenience to Accelerate Growth

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Retail Tissue

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Retail Tissue

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Egypt - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Hayat Kimya and Al Bardi Paper Mill Co Sae (Fine) Egypt Leverages Local Production to Overcome Import and Currency Volatility

Bulk Nappy Packs and Mega-Tissue Bundles Win as Shoppers Trade Down

Chart 20 - Hayat Offers 31% Discount on its Molfix Mega Saving Packages

Subscription-Driven Value Offers Gain Traction Online

Hayat Kimya Elevates Menstrual Care with Dream Softness Innovation

Chart 21 - Hayat Launches Molped Soft Dream Softness Pads for Exceptional Clean Wellness Experience

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Hayat Kimya and Al Bardi Paper Mill Co Sae (Fine) Egypt Accelerate Local Supply to Capture Value-Focused Shoppers

Menstrual Care Forecast to Show Strong Ongoing Growth Amid Growing Consumer Demand for Wellness Benefits

Chart 24 - Analyst Insight for Tissue and Hygiene

Demographic Growth Poised to Sustain Robust Sales of Nappies/Diapers/Pants

Digital Channels Poised to Reshape Consumer Expectations and Competition

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Hayat Kimya Narrows the Gap as Procter & Gamble Egypt Sae'S Share Erodes

Procter & Gamble Maintains Lead through Portfolio Optimisation

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Bulk Sales through Promotions

Retail E-Commerce Expands Reach as Shoppers Seek Deals and Convenience

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-egypt/report.