



Euromonitor
International

Tissue and Hygiene in Slovakia

April 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

Shift Towards Higher-Priced, Better-Quality Products Drives Value Growth

SHP Harmanec Meets Urban Demand with Compact Toilet Paper Innovation

Chart 2 - SHP Harmanec's Harmony Compact Toilet Paper

Celltex Elevates Wellness with Skin-Friendly Bella Herbs Pantyliners

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Packaging Redesigns to Prioritise Ageing Consumers and Functional Wellness

Retail Tissue Will Retain the Lead as Value Growth Outpaces Volume

Wellness-Focused Innovation and Demographic Shifts to Reshape Future Demand

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Adapts Premium Positioning as Rivals Close Share Gap

Shp Harmanec Leverages Eco-Initiatives to Strengthen Consumer Loyalty

Hartmann-Rico Accelerates Sustainable Shift with Reusable Underwear Launch

Chart 7 - Analyst Insight for Tissue and Hygiene

Chart 8 - Hartmann-Rico's Sustainable MoliCare Underwear

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Anchor Bulk Routines as E-Commerce Accelerates

Retail E-Commerce Captures High-Value Growth through Convenience and Logistics

Health and Beauty Specialists Expand Premium Wellness with Sustainability Focus

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends Away-from-Home

INDUSTRY PERFORMANCE

Sh Harmanec Redefines Office Standards with Premium Tissue Launch

Chart 20 - Analyst Insight for Away-from-Home

Chart 21 - SHP Harmanec Launches Premium-Quality Facial Tissues for Offices

Metsä Tissue Accelerates B2b E-Commerce with New Online Offer

Chart 22 - Metsä Tissue Adds Ketrin Folded 2-Ply Toilet Paper to its Online Portfolio

Tourism and Office Upgrades Fuel Demand for High-Ply Tissues

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce Platforms to Drive Sustainable Procurement and Digital Contracts

Healthcare Expansion Fuels Rapid Growth in Hands-Free and Antimicrobial Solutions

Circular Economy Requirements Reshape Supplier Competition and Product Design

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

CHANNELS

Hospital Procurement Leads Growth, with Digital B2b Platforms Dynamic

Online B2b Platforms Reshape Procurement with Transparency and Compliance

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Away-from-Home

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Away-from-Home

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Slovakia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Consumers Rely on Promotions as Inflation Pressures Household Budgets

Chart 36 - Analyst Insight for Retail Adult Incontinence
Hartmann-Rico Shifts to Sustainable Solutions with Molicare Underwear
Dm-Drogerie Markt and Tzmo Innovate for Comfort and Discretion
Chart 37 - dm-Drogerie Markt Launches Jessa Diskret Mini Long Incontinence Pads
Chart 38 - Value Sales 2020-2030
Chart 39 - Volume Sales 2020-2030
Chart 40 - Value Sales by Category 2025

WHAT'S NEXT?

Caregivers to Drive Demand for Premium and Sustainable Choices
Sustainable Innovations Reshape Purchasing Decisions and Product Mix
Digital Adoption and Shifting Demographics to Reshape Purchasing Channels
Chart 41 - Forecast Value Sales 2020-2030
Chart 42 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Continues to Lead but Hartmann-Rico Gains Share
Hartmann-Rico and Dm-Drogerie Markt Expand Sustainable and Skin-Friendly Product Lines
Chart 43 - TZMO Slovakia's Seni Lady Slim Micro for Active Women
Chart 44 - Company Shares 2025
Chart 45 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Retain Lead as E-Commerce Makes Gains
Retail E-Commerce Outpaces All Channels by Leveraging Discretion and Convenience
Targeted Promotions and Discreet Delivery Redefine Consumer Expectations
Chart 46 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 47 - Economic Context for Retail Adult Incontinence
Chart 48 - Real Gdp Growth 2020-2030
Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for Retail Adult Incontinence
Chart 51 - Population 2020-2030
Chart 52 - Consumer Expenditure 2020-2030
Chart 53 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 54 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Celltex and Dm-Drogerie Markt Drive Premiumisation as Parents Seek Eco and High-Performance Nappies
Chart 55 - dm-Drogerie Markt Launches Babylove Nature Eco-Friendly Diapers
Kikko'S Entry with Xkko Pul Pants Highlights Niche Innovation in Convenience and Comfort

Chart 56 - Celltex Launches BabyBaby Soft (BBS) Mini Diapers
Population Decline and Premiumisation Shape Future Growth Potential
Chart 57 - Value Sales 2020-2030
Chart 58 - Volume Sales 2020-2030
Chart 59 - Value Sales by Category 2025

WHAT'S NEXT?

Parents to Prioritise Premium Features as Volume Stagnates
Disposable Pants Will Attract Parents with Convenience and Eco Credentials
Digital Expansion and Premiumisation to Reshape Competitive Dynamics
Chart 60 - Forecast Value Sales 2020-2030
Chart 61 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Leverages Brand Trust to Defend Leadership
Chart 62 - Company Shares 2025
Chart 63 - Brand Shares 2025

CHANNELS

Hypermarkets Attract Price-Conscious Parents with Private Label Competition
Retail E-Commerce Expands as Parents Seek Choice and Convenience
Retailers Leverage Digital and Eco Trends to Win Parents' Loyalty
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 Slovakia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 72 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Price Rises and Premiumisation Help Drive Value Growth
Procter & Gamble Captures Demand for Affordable Pantyliners Amid Shifting Preferences
Chart 73 - Procter & Gamble's XXL Discreet Normal Pantyliners
Celltex Drives Teen Engagement with Tailored Pantyliners for Sensitive Skin
Chart 74 - Celltex Launches Bella for Teens Sensitive Pantyliners
Chart 75 - Value Sales 2020-2030

Chart 76 - Volume Sales 2020-2030

Chart 77 - Value Sales by Category 2025

WHAT'S NEXT?

Ngos and E-Commerce to Reshape Affordability and Access

Reusable Innovation and Teen Products to Drive Value Gains

Sustainability and Lifestyle Targeting to Boost Brand Loyalty and Spend

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

Procter & Gamble Continues to Lead Menstrual Care

Chart 81 - Company Shares 2025

Chart 82 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Expand Shelf Space to Capture Shoppers

Retail E-Commerce Gains Ground as Shoppers Seek Discretion and Convenience

Private Label and Niche Brands Thrive with Organic and Natural Lines

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 Slovakia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 91 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Kimberly-Clark Drives Value Growth as Parents Trade up to Premium Baby Wipes

Chart 92 - Kimberly-Clark's Huggies Extra Care Sensitive Baby Wipes

Maresi Foodbroker and Dm-Drogerie Markt Drive Innovation with Eco-Friendly Launches

Chart 93 - Dr Beckmann Magic Leaves Toilet Wet Wipes

Consumers Shift to Online Shopping as Subscription Models Enhance Loyalty

Chart 94 - Value Sales 2020-2030

Chart 95 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Demand for Plant-Based Wipes to Accelerate Product Transformation
Premiumisation and Hygiene Focus to Drive Value Gains in Wipes
Evolving Consumer Habits to Reshape Business Models and Product Strategies
Chart 96 - Forecast Value Sales 2020-2030
Chart 97 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Counters Private Label Innovation as Rivals Narrow the Gap
Chart 98 - Company Shares 2025
Chart 99 - Brand Shares 2025

CHANNELS

Retailers Drive Channel Shift as Health and Beauty Specialists Attract Premium-Focused Shoppers
E-Commerce Accelerates as Mobile Shopping and Convenience Reshape Habits
Premiumisation and Wellness Trends Fuel Channel Innovation and Collaboration
Chart 100 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 101 - Economic Context for Wipes
Chart 102 - Real Gdp Growth 2020-2030
Chart 103 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 104 - Consumer Context for Wipes
Chart 105 - Population 2020-2030
Chart 106 - Consumer Expenditure 2020-2030
Chart 107 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Slovakia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 108 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Toilet Paper Remains the Leading Category
Dm-Drogerie Markt'S Affordable Napkins Highlight New Cost-Saving Priorities
Chart 109 - SHP Harmanec's Harmony Compact Toilet Paper
Eco-Friendly Upgrades Move From Niche to Mainstream for Everyday Shoppers
Chart 110 - Value Sales 2020-2030
Chart 111 - Volume Sales 2020-2030
Chart 112 - Value Sales by Category 2025

WHAT'S NEXT?

Hybrid Private Label Launches to Shift Purchasing Towards Affordable Premium
Toilet Paper Leads Value While Paper Towels Will Set the Pace for Growth
Ageing Population and Eu Rules to Reshape Innovation and Packaging
Chart 113 - Forecast Value Sales 2020-2030
Chart 114 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Harmony and Tendo Defend Share as Innovation and Local Trust Reshape Competition

Dm-Drogerie Markt Expands Affordable Options with Stylish Private Label Napkins

Chart 115 - dm-Drogerie Markt's Profissimo Napkins Just Dots

Chart 116 - Company Shares 2025

Chart 117 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Anchor Bulk Purchases for Families

Health and Beauty Specialists Drive Premiumisation with Innovative Launches

Urban Shoppers Embrace E-Commerce for Convenience and Choice

Chart 118 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 119 - Economic Context for Retail Tissue

Chart 120 - Real Gdp Growth 2020-2030

Chart 121 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 122 - Consumer Context for Retail Tissue

Chart 123 - Population 2020-2030

Chart 124 - Consumer Expenditure 2020-2030

Chart 125 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Rx/Reimbursement Adult Incontinence in Slovakia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

[Rx/Reimbursement Adult Incontinence Summary](#)

KEY INDUSTRY TRENDS

Chart 126 - Key Industry Trends for Rx/Reimbursement Adult Incontinence

INDUSTRY PERFORMANCE

Value Growth Boosted by Premium Launches

Rising Elderly Population Drives Demand for Convenient High-Absorption Solutions

Chart 127 - Kimberly-Clark's Depend Comfort-Protect Pants

Government Vat Cut Sparks Premium Innovation and Product Accessibility

Chart 128 - Hartmann-Rico's Premium MoliCare Form

Chart 129 - Value Sales 2020-2030

Chart 130 - Volume Sales 2020-2030

WHAT'S NEXT?

Rising Patient Numbers to Prompt Stricter Reimbursement Oversight

Electronic Prescription Roll-Out Will Improve Patient Access and Tracking

Product Categorisation Reforms to Drive Tighter Clinical Alignment

Chart 131 - Forecast Value Sales 2020-2030

CHANNELS

Pharmacies Maintain Dominance as E-Commerce Enables Broader Access

ECONOMIC CONTEXT

Chart 132 - Economic Context for Rx/Reimbursement Adult Incontinence

Chart 133 - Real Gdp Growth 2020-2030

Chart 134 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 135 - Consumer Context for Rx/Reimbursement Adult Incontinence

Chart 136 - Population 2020-2030

Chart 137 - Consumer Expenditure 2020-2030

Chart 138 - 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-slovakia/report.