



Retail Tissue in Kenya

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

Price Sensitivity and Resilience Define Kenya'S Retail Tissue Performance

Chart 2 - Bora Brand Illustrates Affordability

Kim Fay East Africa Cuts Plastic and Launches Refill Trials

Chart 3 - Kim Fay East Africa: the Local Alternative Example Illustrating Sustainability

Chart 4 - Value Sales of Retail Tissue 2020-2030

Chart 5 - Volume Sales of Retail Tissue 2020-2030

Chart 6 - Value Sales of Retail Tissue by Category 2025

WHAT'S NEXT?

Retail Tissue Is Set to Sustain Healthy Growth through to 2030

Toilet Paper Is Expected to Drive Growth through Population Habits and Differentiation

Chart 7 - Analyst Insight for Retail Tissue

Chart 8 - Forecast Value Sales of Retail Tissue 2020-2030

Chart 9 - Forecast Value Sales of Retail Tissue by Category 2025-2030

COMPETITIVE LANDSCAPE

Chandaria Industries Leverages Local Production to Sustain Leadership

Chart 10 - Company Shares of Retail Tissue 2025

Chart 11 - Brand Shares of Retail Tissue 2025

CHANNELS

Offline Retail Claims the Lions Share in Retail Tissue

Chart 12 - Retail Channels for Retail Tissue 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail Tissue

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail Tissue

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Kenya - Industry Overview

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Softcare Expands Access through Affordable Pricing and Wide Distribution

Chart 21 - Sunda's Softcare: Accessibility and Inclusive Growth

Tena Drives User-Centric Innovation for Convenient Adult Care

Chart 22 - Tena Best Illustrates the Convenience Trend in the Kenyan Retail Adult Incontinence Market

Digital Platforms Are Fuelling Accessibility and Convenience

Chart 23 - Jumia_Kenya.Png

Chart 24 - Value Sales of Tissue and Hygiene 2020-2030

Chart 25 - Value Sales of Tissue and Hygiene by Category 2025

WHAT'S NEXT?

E-Commerce and Digital Strategies Set to Unlock New Demand through Urban and Rural Access

Affordability and Sustainability Expected to Shape Future Product Preferences

Chart 26 - Analyst Insight for Tissue and Hygiene

Chart 27 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 28 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Strengthen Position through Innovation and Wide Access

Chart 29 - Company Shares of Tissue and Hygiene 2025

Chart 30 - Brand Shares of Tissue and Hygiene 2025

CHANNELS

Supermarkets Expand Reach by Leveraging Bulk Buying and Promotions

Digital Channels Show Steady but Moderate Expansion

Chart 31 - Retail Channels for Tissue and Hygiene 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Tissue and Hygiene

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Tissue and Hygiene

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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-kenya/report.