



Away-From-Home Tissue and Hygiene in Tunisia

May 2026

Table of Contents

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away from Home Tissue and Hygiene Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Away-From-Home Tissue and Hygiene

INDUSTRY PERFORMANCE

Aggressive Pricing Strategies Drive Cost Savings for Professional Buyers

Chart 2 - Sopen Implements a 15% Price Reduction on Professional Tissue Products.

E-Commerce Platforms Broaden Affordable Access for Small and Medium-Sized Businesses

Chart 3 - Zonapro Increases its Digital Market Presence

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Local Companies Leverage Cost Advantage to Build Brand Loyalty and Coverage

Chart 6 - Analyst Insight for Away-From-Home Tissue and Hygiene

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

CHANNELS

Hotels and Restaurants Boost Tissue Sales through Tourism and Urban Habits

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Tunisia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Carrefour Responds to Boycott with Aggressive Promotions to Drive Sales Recovery

Chart 18 - Carrefour Runs Significant Promotions Across Tissue and Hygiene Products.

Paco Distribution Leverages Premium and Convenience to Capture Wellness-Conscious Parents

Chart 19 - Kotis Baby Diapers Offers Convenience With Premium Quality.

Convenience Transforms Consumer Expectations

Chart 20 - Paco Distribution Addresses Convenience Through Rosy Brand

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Sah Lila, Sancella and Paco Distribution Expand Digital Engagement to Retain Value-Driven Shoppers

Paco Distribution and Rosy Prioritise Price-Led Growth as Birth Rates Fall

Aziza Discounters and Digital-First Promotions Drive Resilience Amid Inflation

Chart 23 - Analyst Insight for Tissue and Hygiene

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sah Lilas and Sancella Defend Leadership as Domestic Brands Remain Essential

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Supermarkets Sustain Leadership with Promotions and Broad Product Range

Discounters and E-Commerce Gain Ground with Value and Speciality Offers

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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/away-from-home-tissue-and-hygiene-in-tunisia/report.