



**Euromonitor
International**

Top Five Trends in Tissue and Hygiene

May 2025

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Our expert's view of retail tissue and hygiene in 2025

TOP FIVE TRENDS IN TISSUE AND HYGIENE

Key findings

INTRODUCTION

Key facts to share

Top Five Trends in Tissue and Hygiene

Top five trends uncovered

DEMOGRAPHIC SHIFT

Demographic shifts draw focus on the aged and young adolescents

Japan: Unicharm tailors overnight incontinence care for age-related muscle weakness

South Korea: Yuhan-Kimberly adds ergonomic features to tampons for first-time users

Unlock growth in the ageing and adolescent segments with targeted consumer profiling

BACK TO "BASICS"

Consumer price sensitivity rises, but efficacy and quality remain key differentiators

Indonesia: Makuku harnesses influencer-led digital marketing to solidify value position

Peru: Nosotras Larga fills a value gap in high absorbency menstrual care segment

Prioritise price accessibility and communicate value, efficacy and benefits

CLEAN LABELS' HALO EFFECT

Clean trend shapes wipes innovation propelled by wellness linkage and green rules

UK: WaterWipes tracks accelerated growth, differentiating with purity-focused formula

UAE: Fine's premium facial tissues include oud to enhance emotional wellbeing

Proven health outcomes and broader wellness connections validate clean positionings

BLURRING WELLNESS

Consumers adopt a wide spectrum of approaches to self-care

China: Chongqing Baiya premiumises with probiotics-based menstrual care offerings

UAE: PineSmart's overnight diapers integrate urinary tract infection detector

Adjacency-inspired ingredients, formats and tech provide scope for product reinvention

WOMEN'S HEALTH AS A GROWTH PIVOT

Cycle-led holistic care approach drives dynamic feminine hygiene

US: LOLA's postpartum line covers hygiene-skin-mind spectrum for new mothers

UK: Tesco introduces menopause-themed product bays including absorbent goods

Hygiene businesses to reorientate to lifecycle-focused, ecosystem wellness positioning

CONCLUSION

Future implications

Opportunities for growth

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