



Euromonitor
International

Away-From-Home Tissue and Hygiene in Mexico

May 2026

Table of Contents

Away-From-Home Tissue and Hygiene in Mexico - 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

Changing Consumption Habits Reshape Demand for Tissue Products

Food Delivery Platforms Drive Demand for Napkins

Chart 2 - Food Delivery Platforms Boost Napkin Demand

Hotels Elevate Guest Experience with Premium Tissue Upgrades

Chart 3 - Hotels in Mexico Upgrade to Premium Products

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Food Delivery Platforms Will Continue to Transform Demand as Restaurants Adapt Supply

Hotels and Upscale Venues to Continue Investing in Premium Tissue for Guest Comfort

Mexco's Ageing Population Set to Inform Demand

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

CHANNELS

Hotels and Offices Sustain Demand

Food Delivery Platforms Reinforce Napkin Use

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Mexico - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Retailers Aim to Balance Price with Comfort and Quality

Chart 17 - Premium Products Gain Relevance

Private Label and Bulk Formats Secure the Lead in Household Spending

Chart 18 - Private Label and Bulk Packs Win Favour

Retailers Boost Rapid Access and Convenience with Omnichannel Expansion

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and E-Commerce Accelerate Value-Led Shopping Behaviour

Retail Tissue Will Maintain Dominance as Value and Quality Converge

Wipes and Retail Adult Incontinence Set to Outpace the Market as Innovation and Demographics Align

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark Defends Leadership as Private Label Gains Ground

Chart 23 - Analyst Insight for Tissue and Hygiene

Kimberly-Clark Expands Portfolio with Major Acquisition in 2025

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Remain Key to Sales

Tiendas 3B and Bodega Aurrera Transform Shopping Patterns with Value Focus

Chart 26 - Tiendas 3B Pursues Rapid Expansion Plan

Online Sales Rise, but Offline Stores Keep Their Edge on Essentials

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Tissue and Hygiene

Chart 29 - Real GDP Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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-mexico/report.