



Euromonitor
International

Tissue and Hygiene in the Philippines

May 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

Tissue and Hygiene Growth Is Fuelled by Affordability

Pampers Expands Visibility through Livestreams

Chart 2 - Caress Hy-Pants Promotes Convenience with Active Lifestyle Campaigns in 2025

Retail Adult Incontinence Sees Dynamic Growth

New Entrants Drive Wipes Growth

Chart 3 - Punaas Baby Wipes Cater to Pricesensitive Consumers

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce Platforms Drive Live Selling and Omnichannel Strategies

Chart 6 - Analyst Insight for Tissue and Hygiene

Retail Adult Incontinence Expected to See the Strongest Growth, Supported by a Rising Ageing Population

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Js Unitrade Merchandise Inc Grows Share by Leveraging Eq'S Value and Trust

Popular Brands Benefit From Consumer Trust, Value-Driven Propositions, and Strong Distribution

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Retain Shopper Loyalty

Shopee, Lazada, and Tiktok Shop Transform Digital Engagement

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

Away-From-Home Tissue and Hygiene in the Philippines

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away from Home Tissue and Hygiene Summary

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Away-From-Home Tissue and Hygiene

INDUSTRY PERFORMANCE

Tourism Recovery Drives Local Suppliers to Expand Hotel Contracts

Bulk Tissue Leads Institutional Sales as Affordability Pressures Intensify

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Local Suppliers Boost Hotel Supply as Tourism Accelerates

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

CHANNELS

Horeca Procurement Shapes Institutional Tissue Demand as Tourism Rebounds

Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 32 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

So Sure Pads Leverage Affordability to Drive Growth and Improve Access

Chart 33 - So Sure Pads Launched Affordable Bladder Leakage Pads With Shopee 11.11 Promotions

Pants Shows Strongest Growth in 2025

Chart 34 - Caress Hy Pants Promotes Convenience With Active Lifestyle Campaigns

Chart 35 - Value Sales 2020-2030

Chart 36 - Volume Sales 2020-2030

Chart 37 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce Platforms Empower Challenger Brands to Reach Ageing Consumers

Chart 38 - Analyst Insight for Retail Adult Incontinence

Active Older Consumers Spur Demand for Discretion and Comfort

Chart 39 - Forecast Value Sales 2020-2030

Chart 40 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Caress Strengthens Supermarket Presence as Challenger Brands Grow Online

Chart 41 - Company Shares 2025

Chart 42 - Brand Shares 2025

CHANNELS

Supermarkets Maintains Leading Channel Place as E-Commerce and Pharmacies Gain Ground

Chart 43 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 44 - Economic Context for Retail Adult Incontinence

Chart 45 - Real Gdp Growth 2020-2030

Chart 46 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 47 - Consumer Context for Retail Adult Incontinence

Chart 48 - Population 2020-2030

Chart 49 - Consumer Expenditure 2020-2030

Chart 50 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

[Nappies/Diapers/Pants Summary](#)

KEY INDUSTRY TRENDS

Chart 51 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Disposable Pants Prove More Popular Than Nappies/Diapers, Amid Declining Birth Rate

Health and Wellness Trends Boost Innovation

Pampers and Eq Tap E-Commerce for Growth

Chart 52 - Pampers Promotes Diaper Bundles Through TikTok Live

Chart 53 - Value Sales 2020-2030

Chart 54 - Volume Sales 2020-2030

Chart 55 - Value Sales by Category 2025

WHAT'S NEXT?

Value and Innovation Propel Long-Term Growth in Nappies/Diapers/Pants

Chart 56 - MamyPoko Launches Mosquito repellent "Bye Bye Lamok" Diapers

Disposable Pants Attract Time-Pressed Families, While E-Commerce Provides Convenience

Chart 57 - Analyst Insight for Nappies/Diapers/Pants

Chart 58 - Forecast Value Sales 2020-2030

Chart 59 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Eq Expands Share through Innovation and Affordability as Pampers Holds Premium Ground

Chart 60 - Company Shares 2025

Chart 61 - Brand Shares 2025

CHANNELS

Supermarkets Sustain Dominance as Local Grocers and Online Stores Gain Ground

Chart 62 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 63 - Economic Context for Nappies/Diapers/Pants

Chart 64 - Real Gdp Growth 2020-2030

Chart 65 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 66 - Consumer Context for Nappies/Diapers/Pants

Chart 67 - Population 2020-2030

Chart 68 - Consumer Expenditure 2020-2030

Chart 69 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Menstrual Care in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 70 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Charmee and Sisters Drive Value with Convenience and Affordability

Chart 71 - Charmee Launches First Black Menstrual Pants

Disposable Period Pants Shows the Best Performance

Modess and Kotex Expand Wellness with Hypoallergenic Launches

Chart 72 - Modess Launches Hypoallergenic Pads

Chart 73 - Value Sales 2020-2030

Chart 74 - Volume Sales 2020-2030

Chart 75 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Channels and Premium Upgrades Reshape Purchasing Behaviour

Chart 76 - Analyst Insight for Menstrual Care

Towels Will Remain the Largest Category, as Comfort and Quality Expectations Rise

Chart 77 - Forecast Value Sales 2020-2030

Chart 78 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Modess, Whisper, and Charmee Retain Top Three Positions

Chart 79 - Brand Shares 2025

CHANNELS

Offline Retail Remains the Leading Distribution Channel, Despite Rise of E-Commerce

Lazada and Shopee Accelerate Bulk Buying through Online Sales Events

Chart 80 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 81 - Economic Context for Menstrual Care

Chart 82 - Real Gdp Growth 2020-2030

Chart 83 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 84 - Consumer Context for Menstrual Care

Chart 85 - Population 2020-2030

Chart 86 - Consumer Expenditure 2020-2030

Chart 87 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Wipes in the Philippines

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 88 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Wipes Sales Gain Ground Amid Expanding Value Options

Chart 89 - Punaas Baby Wipes Caters to Pricesensitive Consumers

Giggles Rethinks Portability with Mini Packs

Chart 90 - Giggles Launched Alcohol Wipes 3 in 1 Mini Travel Packs

Brands Tap Online Platforms for Growth

Chart 91 - Value Sales 2020-2030

Chart 92 - Value Sales by Category 2025

WHAT'S NEXT?

Ongoing Sales Will Be Supported by Affordable Options and Value Formats

Sales of Baby Wipes Will Continue to Be Supported by Online Sales—Especially via Tiktok Shop

Fda Scrutiny Expected to Spur New Opportunities for Wipes

Chart 93 - Analyst Insight for Wipes

Chart 94 - Forecast Value Sales 2020-2030

Chart 95 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Giggles and Pigeon Brands Sustain Leadership through Strong Recognition and Continuous Innovation

New Affordability Wave Hits Sanicare's Digital Channels

Chart 96 - Company Shares 2025

Chart 97 - Brand Shares 2025

CHANNELS

Convenience Chains and E-Commerce Disrupt Traditional Sales Patterns

Tiktok Shop Propels E-Commerce Gains

Chart 98 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 99 - Economic Context for Wipes

Chart 100 - Real Gdp Growth 2020-2030

Chart 101 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 102 - Consumer Context for Wipes

Chart 103 - Population 2020-2030

Chart 104 - Consumer Expenditure 2020-2030

Chart 105 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Tissue in the Philippines](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 106 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Tisyu Responds to Value Demand with Innovative Multipurpose Formats

Chart 107 - Tisyu Launches Mega-Pull and Compact Facial Tissue Formats in April 2025

Toilet Paper Leads through Value Promotions and Family-Sized Offerings

Chart 108 - Value Sales 2020-2030

Chart 109 - Volume Sales 2020-2030

Chart 110 - Value Sales by Category 2025

WHAT'S NEXT?

Ongoing Sales Will Be Driven by Brands Offering Different Packaging to Suit Different Needs, Whilst Balancing Price and Quality

Chart 111 - Analyst Insight for Retail Tissue

Bundled Formats Set the Stage for Pack Innovation

Chart 112 - Forecast Value Sales 2020-2030

Chart 113 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sanitary Care Products Asia Defends Leadership Thanks to Success of Its Flagship Brands

Chart 114 - Company Shares 2025

Chart 115 - Brand Shares 2025

CHANNELS

Small Local Grocers Win Shoppers From Supermarkets as Purchasing Habits Shift

E-Commerce Gains Ground, with Online Sales Driven by Younger Consumers and Those Seeking Bulk Purchases

Chart 116 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 117 - Economic Context for Retail Tissue

Chart 118 - Real Gdp Growth 2020-2030

Chart 119 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 120 - Consumer Context for Retail Tissue

Chart 121 - Population 2020-2030

Chart 122 - Consumer Expenditure 2020-2030

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-the-philippines/report.