



Tissue and Hygiene in Hong Kong, China

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

Premium Brands Drive Value as Consumers Trade up for Quality

Retail Adult Incontinence Sees Dynamic Growth

Chart 2 - MoliCare's Premium Elastic Adult Diapers

Brands Leverage E-Commerce and Eco-Credentials to Expand Reach

Chart 3 - PureBamboo's 100% Bamboo Pulp Tissue

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Eco and Digital Innovations to Shift Consumer Loyalty and Value

Toilet Paper and Facial Tissues to Maintain Lead as Adult Care Accelerates

Sustainability and "Smart Hygiene" to Transform Buying Patterns

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Guangdong Zhongshun Paper Industry Group Closes the Gap with Leading Players

Chart 8 - Analyst Insight for Tissue and Hygiene

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Reinforce Dominance as E-Commerce Steadies

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 Hong Kong, China

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

Premium Suppliers Raise Standards as Hotels and Offices Drive Value Growth

Brands Drive Premium and Eco-Conscious Innovation

Chart 20 - Botare's Medical Grade Paper Facial Tissue

Population Ageing and Urban Recovery Reshape Demand and Expectations

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Hotels and Offices to Prioritise Quality to Drive Premium Value

Leading Tissue Brands to Win by Innovating for Performance and Sustainability

Bundled Hygiene Solutions and Eco-Certifications to Shape Procurement

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

CHANNELS

Supermarkets and Health and Beauty Specialists Drive In-Person Demand

E-Commerce Expands Online Range to Capture Incremental Growth

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Hong Kong, China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 33 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Brands Drive Value Growth through Premiumisation

Chart 34 - Aidapt Releases New Premium Unisex Adult Nappies

Light Incontinence Pads Accelerate as Users Seek Comfort and Discretion

Digital Channels and Sustainable Launches Redefine Shopper Expectations

Chart 35 - Silverella Launches ESG-Driven Incontinence Underwear

Chart 36 - Value Sales 2020-2030

Chart 37 - Volume Sales 2020-2030

Chart 38 - Value Sales by Category 2025

WHAT'S NEXT?

Active Seniors to Drive Demand for Discreet Incontinence Care Products, Pushing Premiumisation

Global Brands to Expand as Premiumisation Reshapes Competition

E-Commerce to Accelerate as Caregivers Seek Convenience and Choice

Chart 39 - Forecast Value Sales 2020-2030

Chart 40 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Ab Consolidates Leadership as Rivals Maintain Stable Positions

Chart 41 - Analyst Insight for Retail Adult Incontinence

Chart 42 - Company Shares 2025

Chart 43 - Brand Shares 2025

CHANNELS

Supermarkets and Health and Beauty Retailers Sustain Leadership

Online Channels Attract Budget-Conscious Shoppers with Bulk Deals and Promotions

Chart 44 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 45 - Economic Context for Retail Adult Incontinence

Chart 46 - Real Gdp Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Retail Adult Incontinence

Chart 49 - Population 2020-2030

Chart 50 - Consumer Expenditure 2020-2030

Chart 51 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Hong Kong, China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 52 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Premium Brands Leverage E-Commerce to Drive Value Growth

Chart 53 - International Premium Brands on PNS and HKTVmall Shop

Diaper Pants Expansion Accelerates Growth

Mycodigestible Nappies Targets Rising Eco-Conscious Demand

Chart 54 - Value Sales 2020-2030

Chart 55 - Volume Sales 2020-2030

Chart 56 - Value Sales by Category 2025

WHAT'S NEXT?

Parents to Prioritise Premium Features as Value Rises Despite Low Birth Rate

Eco-Positioned Brands to Expand as Sustainability Gains Traction among Parents

E-Commerce and Omnichannel Strategies to Reshape Consumer Access and Loyalty

Chart 57 - Forecast Value Sales 2020-2030

Chart 58 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Kimberly-Clark Sustain Dominance as Brand Loyalty Endures

Chart 59 - Analyst Insight for Tissue and Hygiene

Chart 60 - Company Shares 2025

Chart 61 - Brand Shares 2025

CHANNELS

Supermarkets and Health and Beauty Specialists Consolidate Leadership

Health and Beauty Specialists Win Share as E-Commerce Stabilises

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 Hong Kong, China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 70 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Brands Drive Value with Innovation in Overnight Pants and Premium Pads

Chart 71 - Kiri Period Underwear

Towels Retain Dominance as Period Pants Rapidly Gain Share

Eco-Friendly Brands Expand Reach through Digital and Workplace Partnerships

Chart 72 - Kotex Overnight Pants in Hong Kong

Chart 73 - Value Sales 2020-2030

Chart 74 - Volume Sales 2020-2030

Chart 75 - Value Sales by Category 2025

WHAT'S NEXT?

Cost-Conscious Shoppers and Policy Partnerships Reshape Product Innovation

Towels Retain Lead as Period Pants Outpace All Formats

Chart 76 - Forecast Value Sales 2020-2030

Chart 77 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kotex and Johnson and Johnson Reinforce Share in Key Formats

Chart 78 - Analyst Insight for Menstrual Care

Chart 79 - Company Shares 2025

Chart 80 - Brand Shares 2025

CHANNELS

Supermarkets and Health and Beauty Specialists Anchor In-Person Sales

Online Platforms Expand Product Access but Face Growth Limits

Chart 81 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 82 - Economic Context for Menstrual Care

Chart 83 - Real Gdp Growth 2020-2030

Chart 84 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 85 - Consumer Context for Menstrual Care

Chart 86 - Population 2020-2030

Chart 87 - Consumer Expenditure 2020-2030

Chart 88 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wipes in Hong Kong, China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 89 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Brands Drive Multipurpose and Localised Demand

Chart 90 - Magiclean Green Tea Cleaning Wipes

Sustainability-Focused Launches Gain Traction among Health-Conscious Consumers

Chart 91 - Zionburg's biodegradable wet wipes

Tourism Rebound and Ageing Population Boost Hygiene-Driven Product Expansion

Chart 92 - Value Sales 2020-2030

Chart 93 - Value Sales by Category 2025

WHAT'S NEXT?

Premium and Sustainable Formats to Attract Quality-Conscious Urban Shoppers

Biodegradable and Low-Waste Solutions to Drive Channel and Product Innovation

Chart 94 - Forecast Value Sales 2020-2030

Chart 95 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Johnson & Johnson Maintains Lead as Innovation Slows and Shares Stabilise

Chart 96 - Company Shares 2025

Chart 97 - Brand Shares 2025

CHANNELS

Supermarkets and Health and Beauty Specialists Shape In-Store Dominance

Online Product Expansion and Infrastructure Lift E-Commerce'S Profile

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 Hong Kong, China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 106 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Price Sensitivity and Cross-Border Competition Constrain Retail Tissue Growth in Hong Kong

Premium Innovation in Toilet Paper as Hygiene Trends Boost Paper Towels

Chart 107 - Pulpmy Premium launches a premium 4-ply bathroom tissue

Premiumisation and Sustainability Shape Demand Among Niche Segment

Chart 108 - PureBamboo Hong Kong releases 100% bamboo pulp tissue product.

Chart 109 - Value Sales 2020-2030

Chart 110 - Volume Sales 2020-2030

Chart 111 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Tissue Brands to Justify Higher Prices through Added Value

Toilet Paper to Sustain Leadership While Paper Towels Accelerate Growth

Eco-Focused Innovation and Channel Shift Set to Reshape Tissue Competition

Chart 112 - Forecast Value Sales 2020-2030

Chart 113 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Concentration Fractures as Leading Players Lose Share to Smaller Toilet Paper Manufacturers

Chart 114 - Analyst Insight for Retail Tissue

Chart 115 - Brand Shares 2025

CHANNELS

Supermarkets and Health and Beauty Specialists Sustain Channel Leadership through In-Person Preferences

Expanded Online Product Choice and Digital Infrastructure Drive Channel Shifts

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

Chart 123 - 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/tissue-and-hygiene-in-hong-kong-china/report.