



Euromonitor
International

Retail Tissue in Germany

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Value-Focussed Offerings Expand as Affordability Drives Growth

Chart 2 - Rossmann's Alouette Launches Xxl Toilet Paper Pack

Retail Tissue Adapts to Consumer-Led Sustainability Demands

Chart 3 - Zewa Wisch&Weg Leicht Paper Towels

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability-Led Innovation to Continue Driving Growth

Wellness to Fuel Next Wave of Retail Tissue Growth

Digitalisation and Smart Technology to Play a Role in Retail Tissue Innovation

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Aldi and Lidl Sustain Leading Places as Private Label Remains Popular

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Grocery Retailers and Discounters Capture Value-Driven Shoppers

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Retail Tissue

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Retail Tissue

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Germany - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Affordability Fuelled Growth Amid Cautious Spending Habits

Chart 20 - Rossmann's XXL Toilet Paper

Premium and Wellness Innovation Boosts Growth in Wipes and Wellness Formats

Chart 21 - Lillydoo's Wellness Wipes

Tena'S Sustainability Initiatives Strengthen Consumer Trust and Loyalty

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Affordability and Value-For-Money to Continue to Take Priority

Eco-Efficient Innovation and Sustainability to Be a Competitive Advantage

Smart Hygiene Solutions and Digitalisation to Reshape Product Strategies

Chart 24 - Analyst Insight for Tissue and Hygiene

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Aldi Group and Procter & Gamble Reinforce Leadership as Private Label Gains Ground

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Discounters Extend Lead as Consumers Favour Lower Prices

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/retail-tissue-in-germany/report.