



Euromonitor
International

Tissue and Hygiene in Kenya

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Softcare Expands Access through Affordable Pricing and Wide Distribution

Chart 2 - Sunda's Softcare: Accessibility and Inclusive Growth

Tena Drives User-Centric Innovation for Convenient Adult Care

Chart 3 - Tena Best Illustrates the Convenience Trend in the Kenyan Retail Adult Incontinence Market

Digital Platforms Are Fuelling Accessibility and Convenience

Chart 4 - Jumia_Kenya.Png

Chart 5 - Value Sales of Tissue and Hygiene 2020-2030

Chart 6 - Value Sales of Tissue and Hygiene by Category 2025

WHAT'S NEXT?

E-Commerce and Digital Strategies Set to Unlock New Demand through Urban and Rural Access

Affordability and Sustainability Expected to Shape Future Product Preferences

Chart 7 - Analyst Insight for Tissue and Hygiene

Chart 8 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 9 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Strengthen Position through Innovation and Wide Access

Chart 10 - Company Shares of Tissue and Hygiene 2025

Chart 11 - Brand Shares of Tissue and Hygiene 2025

CHANNELS

Supermarkets Expand Reach by Leveraging Bulk Buying and Promotions

Digital Channels Show Steady but Moderate Expansion

Chart 12 - Retail Channels for Tissue and Hygiene 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Tissue and Hygiene

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Tissue and Hygiene

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Away-From-Home Tissue and Hygiene in Kenya

KEY DATA INSIGHTS

2025 DEVELOPMENTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends Away-from-Home

INDUSTRY PERFORMANCE

Chandaria Industries Secures Institutional Buyers by Championing Affordability

Chart 21 - Chandaria Industries Ltd: a Local Example Illustrating Affordability in Afh

Kim-Fay East Africa Wins Contracts by Leading on Eco-Packaging

Chart 22 - Kim-Fay East Africa Illustrates Sustainability in Afh Tissue and Hygiene

Chart 23 - Value Sales of Away-from-Home 2020-2030

Chart 24 - Value Sales of Away-from-Home by Category 2025

WHAT'S NEXT?

Hotels and Foodservice Poised to Capture Tourism Demand

Sustainability Increasingly Defines Procurement Decisions

Chart 25 - Analyst Insight for Away-from-Home

Chart 26 - Forecast Value Sales of Away-from-Home 2020-2030

Chart 27 - Forecast Value Sales of Away-from-Home by Category 2025-2030

CHANNELS

Hotels and Restaurants Fuel Bulk Demand for Washroom Supplies

Chart 28 - Retail Channels for Away-from-Home 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Away-from-Home

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Away-from-Home

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Kenya](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 36 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Velvex Expands Affordable Access, Driving Demand among Low-Income Households

Chart 37 - Velvex Stands Out for Its Economical Positioning

Tena Leverages Product Innovation and Convenience to Win Active Users

Chart 38 - Tena Best Illustrates the Convenience Trend in the Kenyan Retail Adult Incontinence Market

Macrocare and Digital Platforms Reshape Purchasing through Home Delivery

Chart 39 - Macrocare.jpg

Chart 40 - Value Sales of Retail Adult Incontinence 2020-2030

Chart 41 - Volume Sales of Retail Adult Incontinence 2020-2030

Chart 42 - Value Sales of Retail Adult Incontinence by Category 2025

WHAT'S NEXT?

Supermarkets and E-Commerce Set to Widen Reach as Older Shoppers Drive Expansion

Price Sensitivity Will Continue to Shape Brand Strategies through 2030

Chart 43 - Analyst Insight for Retail Adult Incontinence

Chart 44 - Forecast Value Sales of Retail Adult Incontinence 2020-2030

Chart 45 - Forecast Value Sales of Retail Adult Incontinence by Category 2025-2030

COMPETITIVE LANDSCAPE

Orange Pharma Sustains Dominance as Rivals Narrow the Gap

Chart 46 - Company Shares of Retail Adult Incontinence 2025

Chart 47 - Brand Shares of Retail Adult Incontinence 2025

CHANNELS

Supermarkets Capture Shoppers with Reach and Promotions

E-Commerce Share Declines as Privacy-Conscious Shoppers Shift Away

Chart 48 - Retail Channels for Retail Adult Incontinence 2020-2025

ECONOMIC CONTEXT

Chart 49 - Economic Context for Retail Adult Incontinence

Chart 50 - Real Gdp Growth 2020-2030

Chart 51 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 52 - Consumer Context for Retail Adult Incontinence

Chart 53 - Population 2020-2030

Chart 54 - Consumer Expenditure 2020-2030

Chart 55 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Kenya](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 56 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Sunda'S Bulk Packs Widen Access and Drive Value-Led Growth

Chart 57 - Sunda's Softcare: Accessibility and Inclusive Growth

Nappies/Diapers Leads as Premiumisation Gains Momentum

Chart 58 - Pampers: Benchmark in the Premium Segment in Kenya

Huggies Inspires Eco-Conscious Purchasing with Recycled Packaging and Plant-Based Materials

Chart 59 - Value Sales of Nappies/Diapers/Pants 2020-2030

Chart 60 - Volume Sales of Nappies/Diapers/Pants 2020-2030

Chart 61 - Value Sales of Nappies/Diapers/Pants by Category 2025

WHAT'S NEXT?

Local Brands Set to Expand Affordable Offerings as Urban Consumers Fuel Premiumisation

Sustainable Product Innovation Is Gaining Trust among Urban Families

Chart 62 - Analyst Insight for Nappies/Diapers/Pants

Chart 63 - Forecast Value Sales of Nappies/Diapers/Pants 2020-2030

Chart 64 - Forecast Value Sales of Nappies/Diapers/Pants by Category 2025-2030

COMPETITIVE LANDSCAPE

Molfix Expands Reach with Value-Driven Innovation and Broad Access

Chart 65 - Company Shares of Nappies/Diapers/Pants 2025

Chart 66 - Brand Shares of Nappies/Diapers/Pants 2025

CHANNELS

Supermarkets Attract Parents with Convenience and Frequent Promotions

Chart 67 - Retail Channels for Nappies/Diapers/Pants 2020-2025

ECONOMIC CONTEXT

Chart 68 - Economic Context for Nappies/Diapers/Pants

Chart 69 - Real Gdp Growth 2020-2030

Chart 70 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 71 - Consumer Context for Nappies/Diapers/Pants

Chart 72 - Population 2020-2030

Chart 73 - Consumer Expenditure 2020-2030

Chart 74 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Kenya](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 75 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Surging Demand Fuelled by Broader Access Points: Would Allude to the Trend Here

Chart 76 - African Cotton Industries Ltd: Making Menstrual Care Products Accessible

Jumia Kenya Boosts Digital Access and Expands Consumer Reach

Chart 77 - Jumia Kenya: a Digital Showcase for Menstrual Care

Hasbah Kenya Expands Inclusion with Tailored Product Innovation

Chart 78 - Value Sales of Menstrual Care 2020-2030

Chart 79 - Volume Sales of Menstrual Care 2020-2030

Chart 80 - Value Sales of Menstrual Care by Category 2025

WHAT'S NEXT?

Government and Ngo Programmes Expand Rural Access and Stimulate Demand

Towels to Remain Dominant Format through 2030

Chart 81 - Analyst Insight for Menstrual Care

E-Commerce and Inclusive Campaigns Set To Reshape Brand Strategies and Consumer Engagement

Chart 82 - Forecast Value Sales of Menstrual Care 2020-2030

Chart 83 - Forecast Value Sales of Menstrual Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Hasbah Kenya Maintains Lead Despite Eroding Market Share

Procter & Gamble Partnership Secures Hasbah's Leading Position

Chart 84 - Brand Shares of Menstrual Care 2025

CHANNELS

Small Local Grocers Lead Menstrual Care as E-Commerce Offers Convenience

Chart 85 - Retail Channels for Menstrual Care 2020-2025

ECONOMIC CONTEXT

Chart 86 - Economic Context for Menstrual Care

Chart 87 - Real Gdp Growth 2020-2030

Chart 88 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 89 - Consumer Context for Menstrual Care

Chart 90 - Population 2020-2030

Chart 91 - Consumer Expenditure 2020-2030

Chart 92 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wipes in Kenya](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 93 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Pampers Expands Reach through Affordability and Multi-Channel Presence

Chart 94 - Pampers Reflects Accessibility of Wipes in Kenya

Huggies Leverages E-Commerce to Boost Household Access and Volume Sales

Chart 95 - Huggies Wipes

Pampers Aqua Pure Drives Clean Wellness and Product Differentiation

Chart 96 - Pampers Aqua Pure Illustrates the Clean Wellness Trend for Wipes in Kenya

Chart 97 - Value Sales of Wipes 2020-2030

Chart 98 - Value Sales of Wipes by Category 2025

WHAT'S NEXT?

Urbanisation and Affordability Will Drive Market Expansion

Biodegradable Innovations and New Pack Formats to Shape Premium Appeal

Chart 99 - Analyst Insight for Wipes

Chart 100 - Forecast Value Sales of Wipes 2020-2030

Chart 101 - Forecast Value Sales of Wipes by Category 2025-2030

COMPETITIVE LANDSCAPE

Hasbah Kenya Leverages Distribution to Retain Leadership

Chart 102 - Company Shares of Wipes 2025

Chart 103 - Brand Shares of Wipes 2025

CHANNELS

Health and Beauty Specialists Earn Consumer Trust with Expert Guidance
Retail E-Commerce Accelerates as Urban Shoppers Seek Convenience
Chart 104 - Retail Channels for Wipes 2020-2025

ECONOMIC CONTEXT

Chart 105 - Economic Context for Wipes
Chart 106 - Real Gdp Growth 2020-2030
Chart 107 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 108 - Consumer Context for Wipes
Chart 109 - Population 2020-2030
Chart 110 - Consumer Expenditure 2020-2030
Chart 111 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Kenya](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 112 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Price Sensitivity and Resilience Define Kenya'S Retail Tissue Performance
Chart 113 - Bora Brand Illustrates Affordability
Kim Fay East Africa Cuts Plastic and Launches Refill Trials
Chart 114 - Kim Fay East Africa: the Local Alternative Example Illustrating Sustainability
Chart 115 - Value Sales of Retail Tissue 2020-2030
Chart 116 - Volume Sales of Retail Tissue 2020-2030
Chart 117 - Value Sales of Retail Tissue by Category 2025

WHAT'S NEXT?

Retail Tissue Is Set to Sustain Healthy Growth through to 2030
Toilet Paper Is Expected to Drive Growth through Population Habits and Differentiation
Chart 118 - Analyst Insight for Retail Tissue
Chart 119 - Forecast Value Sales of Retail Tissue 2020-2030
Chart 120 - Forecast Value Sales of Retail Tissue by Category 2025-2030

COMPETITIVE LANDSCAPE

Chandaria Industries Leverages Local Production to Sustain Leadership
Chart 121 - Company Shares of Retail Tissue 2025
Chart 122 - Brand Shares of Retail Tissue 2025

CHANNELS

Offline Retail Claims the Lions Share in Retail Tissue
Chart 123 - Retail Channels for Retail Tissue 2020-2025

ECONOMIC CONTEXT

Chart 124 - Economic Context for Retail Tissue
Chart 125 - Real Gdp Growth 2020-2030

Chart 126 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 127 - Consumer Context for Retail Tissue

Chart 128 - Population 2020-2030

Chart 129 - Consumer Expenditure 2020-2030

Chart 130 - 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-kenya/report.