



Euromonitor
International

Away-From-Home Tissue and Hygiene in Kenya

May 2026

Table of Contents

Away-From-Home Tissue and Hygiene in Kenya - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends Away-from-Home

INDUSTRY PERFORMANCE

Chandaria Industries Secures Institutional Buyers by Championing Affordability

Chart 2 - Chandaria Industries Ltd: a Local Example Illustrating Affordability in Afh

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

Chart 3 - Kim-Fay East Africa Illustrates Sustainability in Afh Tissue and Hygiene

Chart 4 - Value Sales of Away-from-Home 2020-2030

Chart 5 - 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 6 - Analyst Insight for Away-from-Home

Chart 7 - Forecast Value Sales of Away-from-Home 2020-2030

Chart 8 - Forecast Value Sales of Away-from-Home by Category 2025-2030

CHANNELS

Hotels and Restaurants Fuel Bulk Demand for Washroom Supplies

Chart 9 - Retail Channels for Away-from-Home 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Away-from-Home

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Away-from-Home

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Tissue and Hygiene in Kenya - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Softcare Expands Access through Affordable Pricing and Wide Distribution

Chart 18 - Sunda's Softcare: Accessibility and Inclusive Growth

Tena Drives User-Centric Innovation for Convenient Adult Care

Chart 19 - Tena Best Illustrates the Convenience Trend in the Kenyan Retail Adult Incontinence Market

Digital Platforms Are Fuelling Accessibility and Convenience

Chart 20 - Jumia_Kenya.Png

Chart 21 - Value Sales of Tissue and Hygiene 2020-2030

Chart 22 - 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 23 - Analyst Insight for Tissue and Hygiene

Chart 24 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 25 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Strengthen Position through Innovation and Wide Access

Chart 26 - Company Shares of Tissue and Hygiene 2025

Chart 27 - 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 28 - Retail Channels for Tissue and Hygiene 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-kenya/report.