

Tissue and Hygiene in Sweden

April 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

The Market Delivers Innovation-Driven Gains as Sweden's Population Ages and Spending Rises

Sustainability and Premiumisation Inform Innovation and Reshape Purchasing Decisions

The Kind at Sea Hill and Orkla Care Meet Demand for Wellness and Sustainability with Certified Launches

Chart 2 - BAM Bamboo Pads Embrace Clean Wellness Ethos

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and E-Commerce Are Reshaping Purchasing Habits as Affordability Pressures Persist

Retail Tissue Sustains Its Lead as Adult Incontinence Accelerates with Demographic Change

Households Set a New Baseline for Sustainability with Consumers Unwilling to Pay a Green Premium

Chart 5 - Grumme Launches Sustainable Wipes

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Narrows the Gap

Chart 8 - Analyst Insight for Tissue and Hygiene

New Launches Fortify Essity'S Brand Loyalty

Chart 9 - Libero Touch Delivers Premium Value

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales While Budget Pressures Push Shoppers Towards Discounters

Grocery Retailers Leverage Omnichannel Strategies and Partnerships for Growth

Retail E-Commerce and Discounters Set to Reshape Competition and Innovation

Chart 12 - Retail Channels 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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends Away-from-Home

INDUSTRY PERFORMANCE

Essity Responds to Hygiene Concerns as Price Sensitivity Rises

Away-From-Home Tissue Leads Sales with the Focus on Delivering Convenience and Care

Chart 21 - TENA ProSkin Delivers Care and Convenience

Sustainability Moves to the Forefront of Innovation

Chart 22 - Tork OptiServe Reduces Waste by 92%

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Employers Provide Free Menstrual Care as Workplace Expectations Shift

Bright Outlook as Businesses Prioritise Convenience and Care

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

CHANNELS

Return-To-Office and Travel Drive Channel Resurgence

Business and Horeca Channels Sustain Growth as Habits Evolve

Traditional B2b Channels Remain Unchallenged by E-Commerce

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Away-from-Home

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Away-from-Home

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Sweden](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Essity Drives Growth by Elevating User Experience through Innovation

Tena Discreet Ultra Captures Premium Demand in Light Adult Incontinence

Abena and Essity Raise Standards with User-Centric Premium Launches

Chart 36 - Tena Meets Evolving Demands

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

WHAT'S NEXT?

Tena Sets Sustainability Targets as Brands Align Innovation with Evolving Consumer Values

E-Commerce Attracts New Buyers as Convenience and Privacy Drive Channel Shifts

Light Adult Incontinence Expands with New Users and Premium Features

Chart 40 - Forecast Value Sales 2020-2030

Chart 41 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Dominates, but Competitors Gain Ground

Private Label Sees Growing Success

Chart 42 - Analyst Insight for Retail Adult Incontinence

Chart 43 - Tena Discreet Ultra Delivers Premium Features

Chart 44 - Company Shares 2025

Chart 45 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Build Trust to Lead Sales

E-Commerce Expands by Meeting Demand for Privacy and Convenience

Chart 46 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 47 - Economic Context for Retail Adult Incontinence

Chart 48 - Real Gdp Growth 2020-2030

Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for Retail Adult Incontinence

Chart 51 - Population 2020-2030

Chart 52 - Consumer Expenditure 2020-2030

Chart 53 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 54 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Essity Drives Premium Engagement with Limited Edition Launches

The Shift to Disposable Pants Accelerates as Households Seek Flexibility

Bammies and Naty Bioembrace Lead the Clean Wellness and Sustainability Push

Chart 55 - Bammies Embraces Clean Wellness

Chart 56 - Value Sales 2020-2030

Chart 57 - Volume Sales 2020-2030

Chart 58 - Value Sales by Category 2025

WHAT'S NEXT?

Falling Birth Rates Push Players Towards Premiumisation

Pampers Harmonie and Libero Touch Drive Innovation through Health and Eco-Labels

Chart 59 - Forecast Value Sales 2020-2030

Chart 60 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Cements Its Dominance as Trust and Innovation Fuel Growth

Chart 61 - Analyst Insight for Nappies/Diapers/Pants

Chart 62 - Naty Rebranded as Naty BioEmbrace

Chart 63 - Company Shares 2025

Chart 64 - Brand Shares 2025

CHANNELS

Lidl Attracts Price-Focused Families Looking to Save Money

Willys Expands Omnichannel Fulfilment as E-Commerce Gains Ground

Chart 65 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 66 - Economic Context for Nappies/Diapers/Pants

Chart 67 - Real Gdp Growth 2020-2030

Chart 68 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 69 - Consumer Context for Nappies/Diapers/Pants

Chart 70 - Population 2020-2030

Chart 71 - Consumer Expenditure 2020-2030

Chart 72 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Sweden](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 73 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Libresse Multistyle Sets a New Standard for Comfort and Value

Chart 74 - Libresse Multistyle Improves Fit

Comfort, Discretion and Clean Wellness Inform Purchasing Decisions

Consumers Shift Towards Compostable, Plant-Based Solutions

Chart 75 - BAM Bamboo Pads Embrace Clean Wellness Ethos

Chart 76 - Value Sales 2020-2030

Chart 77 - Volume Sales 2020-2030

Chart 78 - Value Sales by Category 2025

WHAT'S NEXT?

Libresse Pure Sensitive Drives Innovation with Hypoallergenic Solutions
Pantyliners to Expand Reach as Tampons and Towels Face Decline
Budget-Friendly Channels and Free Provision Reshape Purchasing Habits

Chart 79 - Forecast Value Sales 2020-2030

Chart 80 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Ab Leverages Brand Loyalty and Innovation to Extend Its Lead
Competition Increases From Smaller Players Following the Clean Wellness Trail

Chart 81 - Analyst Insight for Menstrual Care

Chart 82 - Company Shares 2025

Chart 83 - Brand Shares 2025

CHANNELS

Discounters and Variety Stores Gain Ground as Households Seek Value
Retail E-Commerce Accelerates with Omnichannel Innovation and Convenience
Supermarkets Adapt as Omnichannel and Value Formats Reshape Loyalty

Chart 84 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 85 - Economic Context for Menstrual Care

Chart 86 - Real Gdp Growth 2020-2030

Chart 87 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 88 - Consumer Context for Menstrual Care

Chart 89 - Population 2020-2030

Chart 90 - Consumer Expenditure 2020-2030

Chart 91 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wipes in Sweden](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 92 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Grumme Leverages Eco-Innovation to Drive Value Growth and Appeal
Chart 93 - Grumme Delivers on Sustainability
ICA Answers Wellness Demand with Gentle, Plastic-Free Baby Wipes
Chart 94 - ICA Embraces the Clean Wellness Movement
Mirelle Delivers On-The-Go Hygiene as Intimate Wipes Sees Dynamic Growth

Chart 95 - Value Sales 2020-2030

Chart 96 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and Variety Stores Attract Households Seeking Affordability and Convenience
Plant-Based Innovation and Recyclable Packaging Respond to Sustainability Concerns
Personal Wipes Will Maintain Dominance with Intimate Wipes Driving Growth

Chart 97 - Forecast Value Sales 2020-2030

Chart 98 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Leverages Innovation to Secure Price Premium and Leadership

Chart 99 - Company Shares 2025

Chart 100 - Brand Shares 2025

CHANNELS

Discounters and Variety Stores Win Price-Sensitive Shoppers From Supermarkets

Willys Hämta Drives Omnichannel Convenience for Time-Pressed Consumers

Chart 101 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 102 - Economic Context for Wipes

Chart 103 - Real Gdp Growth 2020-2030

Chart 104 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 105 - Consumer Context for Wipes

Chart 106 - Population 2020-2030

Chart 107 - Consumer Expenditure 2020-2030

Chart 108 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Sweden](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 109 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Ica Sverige Ab Leverages Extra-Long Rolls to Attract Value-Conscious Shoppers

Coop Sverige Ab Targets Premium Demand with Luxury Soft 5-Ply Paper

Chart 110 - Coop Luxury Soft Delivers Premium Features

Chart 111 - Value Sales 2020-2030

Chart 112 - Volume Sales 2020-2030

Chart 113 - Value Sales by Category 2025

WHAT'S NEXT?

Polarised Outlook as the Premium and Economy Segments Both Show Promise

Lidl'S Discounter Model Reshapes Shopping Habits Amid Price Sensitivity

Foodora and Wolt Capitalise on Urban Demand for E-Commerce

Chart 114 - Forecast Value Sales 2020-2030

Chart 115 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ica Strengthens Its Lead through Value-Focused Private Label Launches

Chart 116 - ICA Bad & Toalettl XL Offers More Value

Chart 117 - Company Shares 2025

Chart 118 - Brand Shares 2025

CHANNELS

Discounters and Variety Stores Capture Share as Price Sensitivity Intensifies

Willys Strengthens E-Commerce Appeal with Integrated Pick-Up Solutions

Chart 119 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 120 - Economic Context for Retail Tissue

Chart 121 - Real Gdp Growth 2020-2030

Chart 122 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 123 - Consumer Context for Retail Tissue

Chart 124 - Population 2020-2030

Chart 125 - Consumer Expenditure 2020-2030

Chart 126 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Rx/Reimbursement Adult Incontinence in Sweden](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rx/Reimbursement Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 127 - Key Industry Trends for Rx/Reimbursement Adult Incontinence

INDUSTRY PERFORMANCE

Product Innovation Developing to Meet Evolving Care Needs

Chart 128 - Attends Promotes Product Improvements

Essity'S Focus on Independent Dressing Improves Patient Dignity and Care Efficiency

Chart 129 - TENA ProSkin Meets Convenience Needs

Chart 130 - Value Sales 2020-2030

Chart 131 - Volume Sales 2020-2030

WHAT'S NEXT?

Sales Set to Benefit From an Ageing Population and Rising Obesity Levels

Essity Leverages Sustainability Credentials to Drive Brand Preference

Chart 132 - Forecast Value Sales 2020-2030

ECONOMIC CONTEXT

Chart 133 - Economic Context for Rx/Reimbursement Adult Incontinence

Chart 134 - Real Gdp Growth 2020-2030

Chart 135 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 136 - Consumer Context for Rx/Reimbursement Adult Incontinence

Chart 137 - Population 2020-2030

Chart 138 - Consumer Expenditure 2020-2030

Chart 139 - 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-sweden/report.