



Tissue and Hygiene in Cambodia

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

Sunmate Captures Urban Shoppers with Affordable Choices

Chart 2 - Sunmate Launches Affordable Adult Pull-Up Briefs

Urban Shoppers Drive Expansion in Premium Pads

Chart 3 - Sofy Launches "Air Fit" Premium Pads

Tessa and Sunmate Transform Urban Convenience and Dignity in Daily Hygiene

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Consumers Embrace Premium Convenience as Incomes Rise

Brands Innovate with Portability and Eco-Friendly Appeal to Win Loyalty

Chart 6 - Analyst Insight for Tissue and Hygiene

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tessa Leverages Innovation to Erode Leaders' Urban Share

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Modern Trade Expands Reach as Urban Shoppers Shift Habits

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 Cambodia

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

Mg Tissue Responds to Demand for Convenience

Chart 20 - Jumbo-Roll Toilet Paper

Urbanisation Shifts Institutional Buying Patterns and Supports Premiumisation

Chart 21 - Jumbo Rolls

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce Platforms Reach Tech-Savvy Buyers with Larger Pack Promotions

Local Manufacturers Introduce Eco-Friendly Materials to Attract Urban Buyers

Chart 24 - Analyst Insight for Away-From-Home Tissue and Hygiene

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

CHANNELS

Modern Trade Consolidates Its Position as the Preferred Choice for Institutional Buyers

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 29 - Real GDP Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Cambodia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Sunmate Drives Affordable Pull-Up Adoption as Urban Demand Rises

Chart 36 - Sunmate Launches Affordable Pull-Up Briefs in Key Cities

Sunmate Shifts Preferences From Tape to Pull-On Pants for Convenience

Urban Caregivers Embrace Affordable Solutions as Awareness Grows

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Caregivers Accelerate Shift to Pull-Up Briefs as Layering Boosts Demand

Chart 40 - Analyst Insight for Retail Adult Incontinence

Chart 41 - Forecast Value Sales 2020-2030

Chart 42 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sunmate Reinforces Leadership as Urban Shoppers Seek Affordable Dignity

Chart 43 - Company Shares 2025

Chart 44 - Brand Shares 2025

CHANNELS

Urban Shoppers Shift to Modern Retail for Discreet Care

Chart 45 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 46 - Economic Context for Retail Adult Incontinence

Chart 47 - Real GDP Growth 2020-2030

Chart 48 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 49 - Consumer Context for Retail Adult Incontinence

Chart 50 - Population 2020-2030

Chart 51 - Consumer Expenditure 2020-2030

Chart 52 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 53 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Mamypoko and Babylove Adapt Product Packs to Boost Urban Sales

Chart 54 - MamyPoko Launches Mini Saver Value Pack

Disposable Pants Lead through Urban Demand for Convenience

Chart 55 - BabyLove Launches Pull-Up Pants Line

Merries Raises the Bar as Parents Embrace Premium Protection and Comfort

Chart 56 - Value Sales 2020-2030

Chart 57 - Volume Sales 2020-2030

Chart 58 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Parents Switch to Pants-Style Formats for Speed and Convenience

Modern Trade and E-Commerce Reshape Family Buying Habits

Chart 59 - Analyst Insight for Nappies/Diapers/Pants

Chart 60 - Forecast Value Sales 2020-2030

Chart 61 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unicharm and Dsg International Lose Share as Visibility Drives Leadership

Chart 62 - Company Shares 2025

Chart 63 - Brand Shares 2025

CHANNELS

Urban Families Turn to Supermarkets as Small Grocers Maintain Reach

Chart 64 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 65 - Economic Context for Nappies/Diapers/Pants

Chart 66 - Real GDP Growth 2020-2030

Chart 67 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 68 - Consumer Context for Nappies/Diapers/Pants

Chart 69 - Population 2020-2030

Chart 70 - Consumer Expenditure 2020-2030

Chart 71 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Cambodia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 72 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Libresse Expands Access to Value Pads, Reshaping Consumer Choices

Chart 73 - Libresse Launches “Basic Care” Value Pads Product Line

Sofy and Mimi Drive Towels Dominance as Period Pants Accelerate

Chart 74 - MiMi “On The-Go Panty liners” Launched via TikTok Live

Libresse Introduces Premium Line, Deepening Value and Comfort Divide

Chart 75 - Value Sales 2020-2030

Chart 76 - Volume Sales 2020-2030

Chart 77 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Shoppers Boost Adoption of Premium Pads and Wipes as Rural Demand Remains Price-Driven

Towels Maintain Leadership as Disposable Period Pants Outpace All Other Options

E-Commerce and Modern Trade Reshape Access as Multi-Channel Strategies Gain Ground

Chart 78 - Analyst Insight for Menstrual Care

Chart 79 - Forecast Value Sales 2020-2030

Chart 80 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unicharm Leverages Strong Visibility to Sustain Brand Leadership

Chart 81 - Company Shares 2025

Chart 82 - Brand Shares 2025

CHANNELS

Modern Retail Drives Value as Small Grocers Maintain Reach
Subscription and Premium Formats Reshape Shopper Loyalty
Chart 83 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 84 - Economic Context for Menstrual Care
Chart 85 - Real GDP Growth 2020-2030
Chart 86 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 87 - Consumer Context for Menstrual Care
Chart 88 - Population 2020-2030
Chart 89 - Consumer Expenditure 2020-2030
Chart 90 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wipes in Cambodia](#)

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 91 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Aeon Maxvalu'S Low-Cost Wipes Reshape Shopper Behaviour
Chart 92 - AEON MaxValu Launches Low-Cost Private-Label Multipurpose Wipes
Portable Solutions and Convenience Power Wipes Expansion
Chart 93 - Pocket-Sized Antibacterial Wipes for On-The-Go Hygiene
Cellox'S Bamboo Clean Wipes Set Eco-Aligned Wellness Trend
Chart 94 - Value Sales 2020-2030

WHAT'S NEXT?

Malaysian and Vietnamese Suppliers Alter Sourcing as Hygiene Habits Persist
Young Urban Shoppers Fuel Premiumisation and Eco-Friendly Innovation
Chart 95 - Analyst Insight for Wipes
Chart 96 - Forecast Value Sales 2020-2030
Chart 97 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Malaysian and Vietnamese Imports Gain Ground as Brands Pivot to Innovation
Chart 98 - Company Shares 2025
Chart 99 - Brand Shares 2025

CHANNELS

Independent Grocers Maintain Lead as Urban Shoppers Diversify Choices
E-Commerce Reshapes Hygiene Habits as Urban Demand Accelerates
Chart 100 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 101 - Economic Context for Wipes
Chart 102 - Real GDP Growth 2020-2030
Chart 103 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 104 - Consumer Context for Wipes

Chart 105 - Population 2020-2030

Chart 106 - Consumer Expenditure 2020-2030

Chart 107 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Cambodia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 108 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Comfy Boosts Toilet Paper'S Dominance with Affordable Innovation

Chart 109 - Comfy Launches "Economy Roll" Toilet Tissue

Lucky Supermarket'S Tessa Display Accelerates Premium Tissue Demand

Chart 110 - Lucky Supermarket Offers Tessa's Premium Tissue Display

Chart 111 - Value Sales 2020-2030

Chart 112 - Volume Sales 2020-2030

Chart 113 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Brands to Strengthen Urban Foothold as Local Labels Win Rural Loyalty

Toilet Paper Set to Lead as Facial Tissues Capture Premium Growth

Multi-Channel Strategies and Pricing Pressures to Reshape Competitive Tactics

Chart 114 - Analyst Insight for Retail Tissue

Chart 115 - Forecast Value Sales 2020-2030

Chart 116 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Berli Jucker Pcl Builds Leadership as Kimberly-Clark Corp Loses Ground

Chart 117 - Company Shares 2025

Chart 118 - Brand Shares 2025

CHANNELS

Independent Groceries Defend Share as Supermarkets Boost Premium Sales

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

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-cambodia/report.