



Euromonitor  
International

# Tissue and Hygiene in Honduras

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

Ahorro Max Captures Shoppers by Blending Price and Quality

Chart 2 - Balancing Price and Performance: Private Labels Strengthen Their Position

Huggies Boosts Growth by Tapping into Preventive Health Demand

Chart 3 - Preventive Health Awareness Shapes Product Preferences

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

## WHAT'S NEXT?

Private Label Brands Set to Expand as Income Constraints Persist

Demographic Shifts to Drive Premiumisation and Innovation in Wipes and Adult Care

Affordability Expected to Reshape the Future Landscape

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Kimberly-Clark Leverages Heritage and Broad Reach to Sustain Leadership

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

## CHANNELS

Supermarkets and Discounters Expand Reach as Pulperías Loses Ground

Omnichannel Strategies Remain Niche as E-Commerce Fails to Scale

Chart 10 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 11 - Economic Context for Tissue and Hygiene

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 14 - Consumer Context for Tissue and Hygiene

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Away-From-Home Tissue and Hygiene in Honduras

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Away from Home Tissue and Hygiene Summary

## KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Away-From-Home Tissue and Hygiene

## INDUSTRY PERFORMANCE

Rising Remittances and Economic Growth Drive Spending on Affordable Tissue Solutions

Chart 19 - Companies Prioritise Low Cost, High Meterage Tissue Solutions

Sanitisu Captures Premium From Eco-Conscious Buyers with Recycled Tissue Lines

Chart 20 - Brands Emerge to Serve Organisations with Environmental Policies

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

## WHAT'S NEXT?

Rising Visitor Numbers to Boost Institutional Demand for Tissue Products

Chart 23 - Analyst Insight for Away-From-Home Tissue and Hygiene

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

## CHANNELS

Hospitality Venues Increase Procurement as Dining Out Rises

Chart 26 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 27 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 30 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Honduras](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Retail Adult Incontinence Summary

## KEY INDUSTRY TRENDS

Chart 34 - Key Industry Trends for Retail Adult Incontinence

## INDUSTRY PERFORMANCE

Medimart Drives Affordable Options as Incomes Lag and Demand Rises

Chart 35 - Consumers Seek Lower Out of Pocket Options

Plenitud Leverages Skin Health Claims to Win Preventive Buyers

Chart 36 - Skin Care Claims Gain Strength as Key Differentiator

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

## WHAT'S NEXT?

Emerging Brands to Target Affordability as Older Adults Drive Demand

Moderate and Heavy Options Outpace Light as Needs Intensify  
Skin Health and Eco Claims to Reshape Purchasing for Price-Conscious Buyers  
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

Surtidora Internacional Gains Ground as Price Focus Intensifies  
Chart 43 - Company Shares 2025  
Chart 44 - Brand Shares 2025

## CHANNELS

Supermarket Chains Expand Private-Label and Omnichannel Reach  
E-Commerce Remains Marginal as Physical Stores Meet Key Needs  
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 Honduras](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

## INDUSTRY PERFORMANCE

Jueguitos Drives Value Sales as Parents Prioritise Savings  
Nappies and Diapers Maintain Lead as Disposable Pants Build Momentum  
Chart 53 - Pampers wins Trust Through Skin Safety  
Chart 54 - Value Sales 2020-2030  
Chart 55 - Volume Sales 2020-2030  
Chart 56 - Value Sales by Category 2025

## WHAT'S NEXT?

Parents Shift to Value Brands as Dual Usage Becomes the Norm  
Brand Innovation Set to Target Health, Savings and Evolving Family Needs  
Chart 57 - Forecast Value Sales 2020-2030  
Chart 58 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Huggies and Pampers Reinforce Dominance as Value Brands Advance  
Chart 59 - Company Shares 2025  
Chart 60 - Brand Shares 2025

## CHANNELS

Supermarkets Expand Reach as Omnichannel Drives Promotional Gains

Chart 61 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 62 - Economic Context for Nappies/Diapers/Pants

Chart 63 - Real Gdp Growth 2020-2030

Chart 64 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 65 - Consumer Context for Nappies/Diapers/Pants

Chart 66 - Population 2020-2030

Chart 67 - Consumer Expenditure 2020-2030

Chart 68 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Honduras](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Menstrual Care Summary

## INDUSTRY PERFORMANCE

Equate Captures Value-Driven Shoppers as Income Constraints Persist

Chart 69 - Value Driven Shoppers Boost Private Label Growth

Kotex and Saba Prioritise Anatomical Inclusivity to Meet Evolving Needs

Chart 70 - Health Positioned Innovations Gain Visibility

Chart 71 - Value Sales 2020-2030

Chart 72 - Volume Sales 2020-2030

Chart 73 - Value Sales by Category 2025

## WHAT'S NEXT?

Educational Initiatives and Price-Driven Choices to Expand Product Variety

Pantyliners Expected to Sustain Volume Leadership While Towels Accelerate in Value

Chart 74 - Forecast Value Sales 2020-2030

Chart 75 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Saba and Kotex Counter Value Brand Gains with Targeted Promotions

Chart 76 - Company Shares 2025

Chart 77 - Brand Shares 2025

## CHANNELS

Supermarkets and Discounters Expand Reach with Promotional Offers

Pulperías Sustain Sales as E-Commerce Fails to Gain Traction

Chart 78 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 79 - Economic Context for Menstrual Care

Chart 80 - Real Gdp Growth 2020-2030

Chart 81 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 82 - Consumer Context for Menstrual Care

Chart 83 - Population 2020-2030

Chart 84 - Consumer Expenditure 2020-2030

Chart 85 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### Wipes in Honduras

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Wipes Summary

## KEY INDUSTRY TRENDS

Chart 86 - Key Industry Trends for Wipes

## INDUSTRY PERFORMANCE

Walmart and Huggies Drive Growth by Meeting Price and Health Needs

Chart 87 - Walmart's Great Value Line

Chart 88 - Huggies Targets Skin Sensitive Parenting Needs

Chart 89 - Value Sales 2020-2030

Chart 90 - Value Sales by Category 2025

## WHAT'S NEXT?

Parents Embrace Clean-Label and Eco-Friendly Wipes as Birth Rates Expected to Stay High

Younger Generations Drive Demand for Biodegradable and Recycled-Content Wipes

Affordable Multifunctional Wipes Secure Mass-Market Appeal Amid Rising Expenditure

Chart 91 - Analyst Insight for Wipes

Chart 92 - Forecast Value Sales 2020-2030

Chart 93 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Huggies Leverages Trust and Value Formats to Reinforce Dominance

Chart 94 - Company Shares 2025

Chart 95 - Brand Shares 2025

## CHANNELS

Supermarkets Expand Assortments and Boost Shopper Engagement with Wipes

Chart 96 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 97 - Economic Context for Wipes

Chart 98 - Real Gdp Growth 2020-2030

Chart 99 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 100 - Consumer Context for Wipes

Chart 101 - Population 2020-2030

Chart 102 - Consumer Expenditure 2020-2030

Chart 103 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### Retail Tissue in Honduras

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Retail Tissue Summary

### KEY INDUSTRY TRENDS

Chart 104 - Key Industry Trends for Retail Tissue

### INDUSTRY PERFORMANCE

Walmart Drives Value Focus as Shoppers Trade Down for Savings

Chart 105 - Private Labels Gain Ground in a Price Driven Environment

Kleenex Leverages Wellness Trends as Scent and Sensory Cues Shift Preferences

Chart 106 - Kleenex Offers Skin and Wellness Benefits

Chart 107 - Value Sales 2020-2030

Chart 108 - Volume Sales 2020-2030

Chart 109 - Value Sales by Category 2025

### WHAT'S NEXT?

Younger Shoppers Drive Sensory and Eco Innovation as Price Remain Decisive

Toilet Paper Maintains Lead as Paper Towels Set to Outpace Rivals

Eco Claims and Sensory Upgrades Offer New Routes to Differentiation

Chart 110 - Analyst Insight for Retail Tissue

Chart 111 - Forecast Value Sales 2020-2030

Chart 112 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Papelera Internacional and Kimberly-Clark Defend Leadership as Price Wars Reshape Share

Chart 113 - Company Shares 2025

Chart 114 - Brand Shares 2025

### CHANNELS

Supermarket Chains and Discounters Extend Reach with Competitive Private Label

E-Commerce Remains Niche as Delivery Costs Deter Wider Adoption

Chart 115 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 116 - Economic Context for Retail Tissue

Chart 117 - Real Gdp Growth 2020-2030

Chart 118 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 119 - Consumer Context for Retail Tissue

Chart 120 - Population 2020-2030

Chart 121 - Consumer Expenditure 2020-2030

Chart 122 - 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-honduras/report](http://www.euromonitor.com/tissue-and-hygiene-in-honduras/report).