



Euromonitor
International

Tissue and Hygiene in Uganda

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

Releaf Leverages Promotional Bundling to Increase Value for Low-Income Buyers

Chart 2 - Releaf Launches Pack with Free Panty Liners

Magic Comfort Introduces Plant-Based Diapers to Address Sustainability Concerns

Chart 3 - Aiwibi Launches Plant-Based Chemical-Free Diaper Line

Softcare Drives Mini Pack Wipe Sales through Influencer-Led Convenience Marketing

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Mobile Money Integration Expected to Boost E-Commerce as Urban Shoppers Seek Value

Nappies and Diapers Set to Drive Growth as Local Firms Scale up Value Options

Green Manufacturing and Reusable Innovation Poised to Redefine Brand Positioning

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

Procter & Gamble Retains Lead as Norfund Fuels New Local Production

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Small Local Grocers and Health and Beauty Specialists Sustain Rural Access as Supermarkets Expand Urban Reach

Made in Uganda and Vending Innovation Increase Affordable Access for Price-Sensitive Shoppers

Jumia and Kikuubo Online Capture Urban Demand as E-Commerce Bridges Gap in Product Availability and Privacy

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 Uganda

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

INDUSTRY PERFORMANCE

Kimberly-Clark Introduces Data-Driven Solutions to Boost Efficiency and Hygiene Standards

Chart 19 - Onvation Smartfit Technology for Restroom Management

Kimberly-Clark'S Renewable Energy Transition Cuts Emissions and Boosts Eco-Credentials

Chart 20 - Kimberly-Clark's Tissue Facility Adopts 100% Renewable Energy

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Healthcare and Food Service Expected to Drive Strong Gains as Hygiene Rises

Disposable Tissue Set to Maintain Lead as Innovation and Eco-Focus Intensify

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

CHANNELS

Hotels and Hospitals Prioritise Hygiene to Drive Demand for Tissue Products

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Uganda](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

INDUSTRY PERFORMANCE

Jumia Expands Access with Discount-Driven Online Promotions

Chart 33 - Jumia Offers Discounts of up to 28% on Adult Diapers

Disposable Products Maintain Dominance as Government Targets Waste Reforms

Made in Uganda Drives Online Growth and Consumer Shift

Chart 34 - Made in Uganda: New Online Platform

Chart 35 - Value Sales 2020-2030

Chart 36 - Volume Sales 2020-2030

Chart 37 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Shopping and Health Campaigns Set to Expand Reach but Stigma Persists

E-Commerce and Awareness Initiatives Anticipated to Reshape Buying Habits and Business Models

Chart 38 - Forecast Value Sales 2020-2030

Chart 39 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nasibdar Healthcare Gains Ground as Price Sensitivity Intensifies

Chart 40 - Company Shares 2025

Chart 41 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists and Supermarkets Drive Discreet Shopping Habits

Chart 42 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 43 - Economic Context for Retail Adult Incontinence

Chart 44 - Real Gdp Growth 2020-2030

Chart 45 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 46 - Consumer Context for Retail Adult Incontinence

Chart 47 - Population 2020-2030

Chart 48 - Consumer Expenditure 2020-2030

Chart 49 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

INDUSTRY PERFORMANCE

Softcare and Cuettie Expand Reach as Per-Unit Sales Drive Growth

Chart 50 - Softcare and Cuettie Brands Benefit From 'Per Unit' Sales Strategy.

Disposable Pants Gain Momentum as Demand for Convenience Rises

Chart 51 - Disposable Diapers: the Convenient Choice for Working Mothers

Aiwibi Introduces Plant-Based Magic Comfort to Meet Sustainability Concerns

Chart 52 - Value Sales 2020-2030

Chart 53 - Volume Sales 2020-2030

Chart 54 - Value Sales by Category 2025

WHAT'S NEXT?

Local Manufacturers Expected to Gain Price Advantage as Import Duties Rise

Disposable Pants to Accelerate as Working Mothers Prioritise Convenience

Sustainability Will Likely Push Brands to Adopt Biodegradable Materials

Chart 55 - Forecast Value Sales 2020-2030

Chart 56 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sunda Kenya Industrial Co Expands with Veesper Launch and Narrows Leader Gap

Chart 57 - Company Shares 2025

Chart 58 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Lead as Supermarkets and E-Commerce Lose Share
Softcare and Cuettie Thrive as Single-Unit Sales Meet Affordability Needs
Jumia Accelerates E-Commerce Growth with Discounts and Nationwide Delivery
Chart 59 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 60 - Economic Context for Nappies/Diapers/Pants
Chart 61 - Real Gdp Growth 2020-2030
Chart 62 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 63 - Consumer Context for Nappies/Diapers/Pants
Chart 64 - Population 2020-2030
Chart 65 - Consumer Expenditure 2020-2030
Chart 66 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Uganda](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

INDUSTRY PERFORMANCE

Releaf Increases Product Value to Address Affordability
Chart 67 - Releaf Sanitary Pads Launches Pack with Two Free Panty Liners
Period Pants Post Fastest Growth as Eco-Friendly Innovation Gains Traction
Community Partnerships Drive Sustainable Menstrual Health Solutions
Chart 68 - Waibibi Pads and Afripads Drive Sustainable Production
Chart 69 - Value Sales 2020-2030
Chart 70 - Volume Sales 2020-2030
Chart 71 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Solutions Expected to Expand Access for Rural Girls and Women
Local Initiatives in Reusables to Reshape Long-Term Purchasing Behaviour
Eco-Friendly Innovation Set to Address Waste Concerns and Competitive Positioning
Chart 72 - Forecast Value Sales 2020-2030
Chart 73 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Leverages Brand Trust to Widen Its Lead
Releaf and Cleanette Drive Innovation and Widen Access
Chart 74 - Company Shares 2025
Chart 75 - Brand Shares 2025

CHANNELS

Small Local Grocers Lose Ground as Supermarkets Attract Value-Seekers
Cleanette Introduces Vending to Address Affordability and Privacy Barriers
E-Commerce Struggles to Scale as Rural Consumers Rely on Physical Retail
Chart 76 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 77 - Economic Context for Menstrual Care

Chart 78 - Real Gdp Growth 2020-2030

Chart 79 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 80 - Consumer Context for Menstrual Care

Chart 81 - Population 2020-2030

Chart 82 - Consumer Expenditure 2020-2030

Chart 83 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Wipes in Uganda

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

INDUSTRY PERFORMANCE

Sunda Kenya Industrial Co Leverages Convenience Trend to Drive Value Gains

Personal Wipes Lead as Eco and Skin-Friendly Launches Reshape Buying Choices

Kampala Siti Industries Ltd Adopts Green Manufacturing to Meet Sustainability Demands

Chart 84 - Kampala Siti Industries Ltd Green Industry Agenda

Chart 85 - Value Sales 2020-2030

Chart 86 - Value Sales by Category 2025

WHAT'S NEXT?

Jumia Uganda Set to Expand Online Reach as Urban Shoppers Demand Convenience

Aiwibi and Organic Launches Expected to Shape Premiumisation in Baby Care

Chart 87 - Forecast Value Sales 2020-2030

Chart 88 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Secures Loyalty as Ar Kagit Closes Gap

Chart 89 - Company Shares 2025

Chart 90 - Brand Shares 2025

CHANNELS

Supermarkets Attract Shoppers with Range and Accessibility

Jumia Uganda Broadens Online Access as Digital Shopping Gains Traction

Chart 91 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 92 - Economic Context for Wipes

Chart 93 - Real Gdp Growth 2020-2030

Chart 94 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 95 - Consumer Context for Wipes

Chart 96 - Population 2020-2030

Chart 97 - Consumer Expenditure 2020-2030

Chart 98 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

INDUSTRY PERFORMANCE

Crane Shoppers Expands Urban Access to Premium Tissue

Chart 99 - Crane Shoppers Ltd Launched in Jinja

Online Platform Empowers Local Brands and Streamlines Consumer Access

Chart 100 - Uganda Launches New Online Marketplace

Chart 101 - Value Sales 2020-2030

Chart 102 - Volume Sales 2020-2030

Chart 103 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Hygiene Awareness Expected to Fuel Tissue Growth through 2030

Mobile Money and E-Commerce Platforms Set to Transform Shopping Behaviour for Hygiene Essentials

Chart 104 - Forecast Value Sales 2020-2030

Chart 105 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chandaria Industries Leverages Local Supply Chains to Outpace Global Rivals

Chart 106 - Company Shares 2025

Chart 107 - Brand Shares 2025

CHANNELS

Small Local Grocers Extend Rural Reach as Supermarkets Gain Urban Ground

Online Marketplaces Accelerate with Mobile Money Integration and Delivery Convenience

Chart 108 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 109 - Economic Context for Retail Tissue

Chart 110 - Real Gdp Growth 2020-2030

Chart 111 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 112 - Consumer Context for Retail Tissue

Chart 113 - Population 2020-2030

Chart 114 - Consumer Expenditure 2020-2030

Chart 115 - 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-uganda/report.