



Euromonitor
International

Wipes in Ethiopia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Economic Pressure and Health Awareness Drive Affordable Wipes

Chart 2 - Portable Baby Wipes Rise

Portable Packs Boost Impulse Purchases among Urban Parents and Commuters

Alcohol-Free Baby Wipes Gain Trust through Clean Wellness Positioning

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Multipacks Set to Grow as Ethiopian Incomes Rise

Clean Wellness Products to Attract Urban Parents

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

CHANNELS

Grocery Retailers Sustain Growth as Price Remains Key

E-Commerce Remains Negligible as Offline Retail Meets Demand for Daily Essentials

Chart 7 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Wipes

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Wipes

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Ethiopia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Price Pressures and Inflation Limit Consumer Purchasing

Chart 16 - Price Increases Impacts Menstrual Care Products

Ethio Telecom Accelerates E-Commerce Access

Retail Tissue Options Expand with Demand From Urban Shoppers

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Consumers to Accelerate Paper Towel Adoption as Household Habits Shift

Chart 19 - What'S Next? for Tissue and Hygiene

Local Producers Expected to Leverage Cost Advantage as Value Focus Intensifies

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ontex and Procter and Gamble Maintain Lead

Eve Expands Formats to Capture New Shoppers

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Lead as Supermarkets Target Premium Shoppers

Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Tissue and Hygiene

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Tissue and Hygiene

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - 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/wipes-in-ethiopia/report.