



# Tissue and Hygiene in Estonia

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Table of Contents

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for tissue and hygiene?

MARKET INDICATORS

Table 1 - Birth Rates 2019-2024  
Table 2 - Infant Population 2019-2024  
Table 3 - Female Population by Age 2019-2024  
Table 4 - Total Population by Age 2019-2024  
Table 5 - Households 2019-2024  
Table 6 - Forecast Infant Population 2024-2029  
Table 7 - Forecast Female Population by Age 2024-2029  
Table 8 - Forecast Total Population by Age 2024-2029  
Table 9 - Forecast Households 2024-2029

MARKET DATA

Table 10 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024  
Table 11 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024  
Table 12 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024  
Table 13 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024  
Table 14 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024  
Table 15 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024  
Table 16 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024  
Table 17 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029  
Table 18 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand post-pandemic with consumers expecting higher hygiene standards  
Ageing population, increased institutional demand, and improved product availability support growth of AFH adult incontinence  
Innovation focuses on eco- and skin-friendly options

PROSPECTS AND OPPORTUNITIES

Ageing population and higher hygiene standards will sustain demand  
Gradual e-commerce expansion for cost-effective bulk purchases  
Rising demand for hygiene and sustainability

CATEGORY DATA

Table 19 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024  
Table 20 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024  
Table 21 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024

Table 22 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024

Table 23 - Sales of Forecast Away-From-Home Tissue and Hygiene by Category: Value 2024-2029

Table 24 - Sales of Forecast Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Retail Adult Incontinence in Estonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth driven by an ageing population, and improved awareness and education
- Paul Hartmann AG leads with strong and widely available brands
- Supermarkets offer convenience, competitive pricing, and product variety

PROSPECTS AND OPPORTUNITIES

- Rising awareness and an ageing population to fuel future growth
- Privacy, convenience, and product variety will drive more consumers online
- Innovation to focus on discreet, skin- and eco-friendly products

CATEGORY DATA

Table 25 - Sales of Retail Adult Incontinence by Category: Value 2019-2024

Table 26 - Sales of Retail Adult Incontinence by Category: % Value Growth 2019-2024

Table 27 - NBO Company Shares of Retail Adult Incontinence: % Value 2020-2024

Table 28 - LBN Brand Shares of Retail Adult Incontinence: % Value 2021-2024

Table 29 - Forecast Sales of Retail Adult Incontinence by Category: Value 2024-2029

Table 30 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2024-2029

Nappies/Diapers/Pants in Estonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Low birth rate impacts nappies/diapers/pants in 2024
- Kimberly-Clark leads with its strong reputation and widespread availability
- Supermarkets lead, offering convenience, competitive pricing, and frequent promotions

PROSPECTS AND OPPORTUNITIES

- Faster decline due to falling birth rate and increased adoption of reusable products
- Steady growth of e-commerce
- Innovation to focus on eco- and skin-friendly materials, and improved absorbency

CATEGORY DATA

Table 31 - Retail Sales of Nappies/Diapers/Pants by Category: Value 2019-2024

Table 32 - Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2019-2024

Table 33 - NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2020-2024

Table 34 - LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2021-2024

Table 35 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2024-2029

Table 36 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2024-2029

Menstrual Care in Estonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong demand for slim/thin/ultra-thin towels with wings as they offer comfort, protection, and discretion
- Procter & Gamble leads, offering widely available and trusted brands

Convenience, competitive pricing, and frequent promotions ensure supermarkets lead

PROSPECTS AND OPPORTUNITIES

Slight decline due to demographic changes and shifting consumer habits  
Slow but steady e-commerce growth  
Innovation will focus on comfort, eco-friendliness, and smart technology

CATEGORY DATA

- Table 37 - Retail Sales of Menstrual Care by Category: Value 2019-2024
- Table 38 - Retail Sales of Menstrual Care by Category: % Value Growth 2019-2024
- Table 39 - NBO Company Shares of Retail Menstrual Care: % Value 2020-2024
- Table 40 - LBN Brand Shares of Retail Menstrual Care: % Value 2021-2024
- Table 41 - Forecast Retail Sales of Menstrual Care by Category: Value 2024-2029
- Table 42 - Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2024-2029

Wipes in Estonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wipes' demand supported by greater hygiene awareness, their convenience, and product variety  
Kenvue Inc benefits from consumer trust and wide availability  
Convenient supermarkets offer a broad product range and frequent promotions

PROSPECTS AND OPPORTUNITIES

Growth in facial cleansing wipes to balance out decline in intimate wipes  
E-commerce growth supported by a wide product range, discounts, fast delivery, and improved digital marketing  
Innovation to focus on eco-friendly materials, skincare benefits, and enhanced convenience

CATEGORY DATA

- Table 43 - Retail Sales of Wipes by Category: Value 2019-2024
- Table 44 - Retail Sales of Wipes by Category: % Value Growth 2019-2024
- Table 45 - NBO Company Shares of Retail Wipes: % Value 2020-2024
- Table 46 - LBN Brand Shares of Retail Wipes: % Value 2021-2024
- Table 47 - Forecast Retail Sales of Wipes by Category: Value 2024-2029
- Table 48 - Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

Retail Tissue in Estonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases boost value sales in 2024  
Essity AB maintains its lead with a strong brand portfolio and wide distribution network  
Fast growth of discounters with the expansion of Lidl

PROSPECTS AND OPPORTUNITIES

Modest growth, with steady demand for essential toilet paper  
In-store shopping will remain popular, allowing price comparisons and immediate purchases  
Innovation to focus on eco-friendly options and improved functionality

CATEGORY DATA

- Table 49 - Retail Sales of Tissue by Category: Value 2019-2024
- Table 50 - Retail Sales of Tissue by Category: % Value Growth 2019-2024
- Table 51 - NBO Company Shares of Retail Tissue: % Value 2020-2024

Table 52 - LBN Brand Shares of Retail Tissue: % Value 2021-2024

Table 53 - Forecast Retail Sales of Tissue by Category: Value 2024-2029

Table 54 - Forecast Retail Sales of Tissue by Category: % Value Growth 2024-2029

Rx/Reimbursement Adult Incontinence in Estonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Continued growth in Rx/reimbursement adult incontinence
- Essity AB leads, offering a wide range of products to meet various needs
- Pharmacies remain the go-to option for patients using reimbursement schemes

PROSPECTS AND OPPORTUNITIES

- Rising demand driven by an ageing population, improved reimbursement policies, and increasing awareness
- More innovation and competition expected
- Potential shift in distribution

CATEGORY DATA

Table 55 - Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2019-2024

Table 56 - Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2019-2024

Table 57 - Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2024-2029

Table 58 - Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2024-2029

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