



Euromonitor
International

Away-From-Home Tissue and Hygiene in South Africa

April 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Away-from-home tissue's growth driven by rising urbanisation, tourism and foodservice
Growth of AFH adult incontinence driven by rising awareness and more affordable options
Competition in speciality away-from-home tissue supports value sales

PROSPECTS AND OPPORTUNITIES

Away-from-home tissue and hygiene set to register strong growth moving forward
Horeca channel set to support demand over forecast period
Virgin pulp is emerging with business demand for away-from-home tissue demonstrating positive growth

CATEGORY DATA

- Table 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2019-2024
- Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 3 - Sales of Away-From-Home Paper Towels by Type: % Value 2019-2024
- Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024
- Table 5 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024
- Table 6 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2024-2029
- Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Tissue and Hygiene in South Africa - Industry Overview

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 8 - Birth Rates 2019-2024
- Table 9 - Infant Population 2019-2024
- Table 10 - Female Population by Age 2019-2024
- Table 11 - Total Population by Age 2019-2024
- Table 12 - Households 2019-2024
- Table 13 - Forecast Infant Population 2024-2029
- Table 14 - Forecast Female Population by Age 2024-2029
- Table 15 - Forecast Total Population by Age 2024-2029
- Table 16 - Forecast Households 2024-2029

MARKET DATA

- Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/away-from-home-tissue-and-hygiene-in-south-africa/report.