



Euromonitor
International

Tissue and Hygiene in Denmark

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AFH paper towels drive growth as it increasingly replaces air dryers
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Innovation focuses on efficacy to offer a higher level of performance

PROSPECTS AND OPPORTUNITIES

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Health and beauty specialists benefit from instore staff and professional advice

PROSPECTS AND OPPORTUNITIES

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Essity A/S retains its leadership while recording the strongest growth in 2024

Discounters lead sales as consumers appreciate quality and affordability

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A retail value increase is expected to be bolstered by disposable pants, which support higher prices

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The integration of in-store and online shopping supports the ongoing expansion of retail e-commerce

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The ageing population supports ongoing retail value growth in 2024

Essity leads the competitive landscape, offering its established Tena brand

Distribution is via online orders or in-person collection at pharmacies

PROSPECTS AND OPPORTUNITIES

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Innovation is expected to focus on sustainability, aligning with societal concerns

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