



Euromonitor  
International

# Tissue and Hygiene in Dominican Republic

March 2025

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

Growing tourism sector boosts growth of away-from-home tissue  
Value sales remain minimal for away-from-home adult incontinence  
Customised solutions boost success

PROSPECTS AND OPPORTUNITIES

Strong economy supports value growth  
Horeca channel main source of revenue  
Innovation focus on customised solutions

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 Dominican Republic

KEY DATA FINDINGS

2024 DEVELOPMENTS

- High prices continue to dampen volume sales
- Tena consolidates its leadership with an increasing range of offerings
- Pharmacies continue to be the main distribution channel

PROSPECTS AND OPPORTUNITIES

- Continuing growth over forecast period
- Minimal value growth through e-commerce
- Focus on offering more discrete 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 Dominican Republic

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Increasing demand for more affordable options
- Huggies maintains leadership but faces increasing pressure from emerging brands
- Small local grocers regain value share

PROSPECTS AND OPPORTUNITIES

- Slowing birth rate dampens volume sales
- Modest growth in e-commerce
- Dermatological care a key focus over forecast period

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 Dominican Republic

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Slightly smaller pack sizes give impression of stable prices
- Nosotras brand still dominates, though competition is increasing

Government classifies menstrual care as an essential medicine which benefits Farmacias del Pueblo

## PROSPECTS AND OPPORTUNITIES

Moderate growth amid growing demand for alternative options

Moderate growth in e-commerce over forecast period

Continuing innovations in menstrual care

## 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 Dominican Republic

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Multifunctionality drives demand for wipes

Essity's Pequeñín gains significant value share and gets the messaging right

Increasing value share in small local grocers

## PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Continuing growth in e-commerce

Focus on wipes with a more natural positioning

## 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 Dominican Republic

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Affordability drives value sales in 2024

Local company César Iglesias gains value share

Modern grocery retailers gain over review period

## PROSPECTS AND OPPORTUNITIES

Moderate constant value growth over forecast period

Colmados face increasing competition from modern grocery retailers

Some added benefits, but price still king for the average consumer

## 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

## 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-dominican-republic/report](https://www.euromonitor.com/tissue-and-hygiene-in-dominican-republic/report).