

Tissue and Hygiene in Switzerland

April 2025

Table of Contents

Tissue and Hygiene in Switzerland

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

Away-From-Home Tissue and Hygiene in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Tissue category demand sustained by tourism, hospitality and hygiene expectations

Healthcare sector and ageing population fuel demand for away-from-home adult incontinence

Sustainability and material innovation lead product development

PROSPECTS AND OPPORTUNITIES

Ageing population and hygiene standards to support long-term growth

E-commerce models to streamline procurement and delivery

Sustainable and smart features to define innovation in away-from-home hygiene

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 Sales of Away-From-Home Paper Towels by Type: % Value 2019-2024

- Table 22 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2019-2024
- Table 23 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2024
- Table 24 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2024-2029
- Table 25 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2024-2029

Retail Adult Incontinence in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ageing population and lifestyle shifts drive continued category growth Essity strengthens its leadership through innovation and trust Modern retail dominates, while e-commerce sees exponential growth

PROSPECTS AND OPPORTUNITIES

Category to grow in response to demographic and lifestyle changes E-commerce to facilitate customised and discreet solutions Sustainability to become a standard in product innovation

CATEGORY DATA

- Table 26 Sales of Retail Adult Incontinence by Category: Value 2019-2024
- Table 27 Sales of Retail Adult Incontinence by Category: % Value Growth 2019-2024
- Table 28 NBO Company Shares of Retail Adult Incontinence: % Value 2020-2024
- Table 29 LBN Brand Shares of Retail Adult Incontinence: % Value 2021-2024
- Table 30 Forecast Sales of Retail Adult Incontinence by Category: Value 2024-2029
- Table 31 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2024-2029

Nappies/Diapers/Pants in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category growth remains modest as parents prioritise quality and sustainability Procter & Gamble consolidates its leadership as private label gains traction Supermarkets lead, while e-commerce gains favour among busy parents

PROSPECTS AND OPPORTUNITIES

Premium quality and skin-friendly formats to drive future growth
Digital platforms to support innovation and customer retention
Sustainability and reusable formats to shape product development

CATEGORY DATA

- Table 32 Retail Sales of Nappies/Diapers/Pants by Category: Value 2019-2024
- Table 33 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2019-2024
- Table 34 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2020-2024
- Table 35 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2021-2024
- Table 36 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2024-2029
- Table 37 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2024-2029

Menstrual Care in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer demand rises for premium and sustainable solutions

Established players consolidate leadership while challengers gain ground Supermarkets dominate, while e-commerce gains traction

PROSPECTS AND OPPORTUNITIES

Steady growth underpinned by sustainability and comfort
Sustainability and reusable products to reshape the competitive landscape
Technology-driven innovation to personalise care

CATEGORY DATA

- Table 38 Retail Sales of Menstrual Care by Category: Value 2019-2024
- Table 39 Retail Sales of Menstrual Care by Category: % Value Growth 2019-2024
- Table 40 Retail Sales of Tampons by Application Format: % Value 2019-2024
- Table 41 NBO Company Shares of Retail Menstrual Care: % Value 2020-2024
- Table 42 LBN Brand Shares of Retail Menstrual Care: % Value 2021-2024
- Table 43 Forecast Retail Sales of Menstrual Care by Category: Value 2024-2029
- Table 44 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2024-2029

Wipes in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Facial cleansing wipes lead modest growth driven by convenience and skincare awareness P&G maintains leadership as smaller players gain ground through innovation Broad retail presence supports sales, with hypermarkets and e-commerce gaining traction

PROSPECTS AND OPPORTUNITIES

Eco-conscious and multifunctional formats to drive category evolution E-commerce expansion to support personal care and niche segments Sustainable innovation to meet environmental and skincare needs

CATEGORY DATA

- Table 45 Retail Sales of Wipes by Category: Value 2019-2024
- Table 46 Retail Sales of Wipes by Category: % Value Growth 2019-2024
- Table 47 NBO Company Shares of Retail Wipes: % Value 2020-2024
- Table 48 LBN Brand Shares of Retail Wipes: % Value 2021-2024
- Table 49 Forecast Retail Sales of Wipes by Category: Value 2024-2029
- Table 50 Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

Retail Tissue in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Toilet paper drives growth as consumers seek comfort and quality
Essity leads despite market share decline; Kimberly-Clark gains ground
Supermarkets lead while discounters and e-commerce accelerate growth

PROSPECTS AND OPPORTUNITIES

Pocket handkerchiefs expected to lead growth amid urban lifestyles Channel diversification to continue with digital and value-led offerings Sustainable and sensory innovations to shape consumer appeal

CATEGORY DATA

Table 51 - Retail Sales of Tissue by Category: Value 2019-2024

Table 52 - Retail Sales of Tissue by Category: % Value Growth 2019-2024

Table 53 - NBO Company Shares of Retail Tissue: % Value 2020-2024

Table 54 - LBN Brand Shares of Retail Tissue: % Value 2021-2024

Table 55 - Forecast Retail Sales of Tissue by Category: Value 2024-2029

Table 56 - Forecast Retail Sales of Tissue by Category: % Value Growth 2024-2029

Rx/Reimbursement Adult Incontinence in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Prescriptions rise as elderly population and reimbursement needs grow

Manufacturers expand offerings to address consumer needs and reduce stigma

E-commerce challenges traditional reimbursement channels

PROSPECTS AND OPPORTUNITIES

Modest but steady growth supported by ageing demographics Innovation to centre on comfort, discretion and sustainability E-commerce expansion and digital tools to improve access and engagement

CATEGORY DATA

Table 57 - Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2019-2024

Table 58 - Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2019-2024

Table 59 - Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2024-2029

Table 60 - Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 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 focusing 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-switzerland/report.