



Euromonitor  
International

# Top Five Trends in Tissue and Hygiene

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Our expert's view of retail tissue and hygiene in 2025

## TOP FIVE TRENDS IN TISSUE AND HYGIENE

Key findings

### INTRODUCTION

Key facts to share

Top Five Trends in Tissue and Hygiene

Top five trends uncovered

### DEMOGRAPHIC SHIFT

Demographic shifts draw focus on the aged and young adolescents

Japan: Unicharm tailors overnight incontinence care for age-related muscle weakness

South Korea: Yuhan-Kimberly adds ergonomic features to tampons for first-time users

Unlock growth in the ageing and adolescent segments with targeted consumer profiling

### BACK TO "BASICS"

Consumer price sensitivity rises, but efficacy and quality remain key differentiators

Indonesia: Makuku harnesses influencer-led digital marketing to solidify value position

Peru: Nosotras Larga fills a value gap in high absorbency menstrual care segment

Prioritise price accessibility and communicate value, efficacy and benefits

### CLEAN LABELS' HALO EFFECT

Clean trend shapes wipes innovation propelled by wellness linkage and green rules

UK: WaterWipes tracks accelerated growth, differentiating with purity-focused formula

UAE: Fine's premium facial tissues include oud to enhance emotional wellbeing

Proven health outcomes and broader wellness connections validate clean positionings

### BLURRING WELLNESS

Consumers adopt a wide spectrum of approaches to self-care

China: Chongqing Baiya premiumises with probiotics-based menstrual care offerings

UAE: PineSmart's overnight diapers integrate urinary tract infection detector

Adjacency-inspired ingredients, formats and tech provide scope for product reinvention

### WOMEN'S HEALTH AS A GROWTH PIVOT

Cycle-led holistic care approach drives dynamic feminine hygiene

US: LOLA's postpartum line covers hygiene-skin-mind spectrum for new mothers

UK: Tesco introduces menopause-themed product bays including absorbent goods

Hygiene businesses to reorientate to lifecycle-focused, ecosystem wellness positioning

### CONCLUSION

Future implications

Opportunities for growth

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/top-five-trends-in-tissue-and-hygiene/report](http://www.euromonitor.com/top-five-trends-in-tissue-and-hygiene/report).