



Wipes in Sweden

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Grumme Leverages Eco-Innovation to Drive Value Growth and Appeal

Chart 2 - Grumme Delivers on Sustainability

ICA Answers Wellness Demand with Gentle, Plastic-Free Baby Wipes

Chart 3 - ICA Embraces the Clean Wellness Movement

Mirelle Delivers On-The-Go Hygiene as Intimate Wipes Sees Dynamic Growth

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and Variety Stores Attract Households Seeking Affordability and Convenience

Plant-Based Innovation and Recyclable Packaging Respond to Sustainability Concerns

Personal Wipes Will Maintain Dominance with Intimate Wipes Driving Growth

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Leverages Innovation to Secure Price Premium and Leadership

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Discounters and Variety Stores Win Price-Sensitive Shoppers From Supermarkets

Willys Hämta Drives Omnichannel Convenience for Time-Pressed Consumers

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Wipes

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Wipes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Sweden - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

The Market Delivers Innovation-Driven Gains as Sweden's Population Ages and Spending Rises

Sustainability and Premiumisation Inform Innovation and Reshape Purchasing Decisions

The Kind at Sea Hill and Orkla Care Meet Demand for Wellness and Sustainability with Certified Launches

Chart 19 - BAM Bamboo Pads Embrace Clean Wellness Ethos

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and E-Commerce Are Reshaping Purchasing Habits as Affordability Pressures Persist

Retail Tissue Sustains Its Lead as Adult Incontinence Accelerates with Demographic Change

Households Set a New Baseline for Sustainability with Consumers Unwilling to Pay a Green Premium

Chart 22 - Grumme Launches Sustainable Wipes

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Narrows the Gap

Chart 25 - Analyst Insight for Tissue and Hygiene

New Launches Fortify Essity'S Brand Loyalty

Chart 26 - Libero Touch Delivers Premium Value

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales While Budget Pressures Push Shoppers Towards Discounters

Grocery Retailers Leverage Omnichannel Strategies and Partnerships for Growth

Retail E-Commerce and Discounters Set to Reshape Competition and Innovation

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/wipes-in-sweden/report.