



Euromonitor
International

Away-From-Home Tissue and Hygiene in Brazil

April 2026

Table of Contents

Away-From-Home Tissue and Hygiene in Brazil - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away from Home Tissue and Hygiene Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Away-From-Home Tissue and Hygiene

INDUSTRY PERFORMANCE

Professional Buyers Focus on Cost Efficiency, and Bracell Boosts Output to Win on Affordability

Chart 2 - Bracell Expands Factory in Lençois Paulista, Reducing its Unit Production Cost

Paper Towels Continues to Lead Value Sales Due to Widespread Adoption across Professional Environments

Convenience Leads System-Based Formats to Perform Well

Chart 3 - Tork Strengthens SmartOne System to Optimise Convenience with a Mini Format

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Growth Set to Continue, While the Competition Is Expected to Intensify

Growth as Footfall Increases, Driving Demand across Both Tissue and Hygiene

System-Based Hygiene Products to Outpace Traditional Formats in Professional Settings

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bracell Expands Portfolio to Capture Value-Focused Buyers

CHANNELS

Distributors Deliver Technical Value to Drive Purchasing Decisions

Horeca Continues to Dominate End Users in a Stable Environment

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Tissue and Hygiene in Brazil - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Bracell Expands Affordable Tissue Lines to Capture Price-Sensitive Shoppers

Chart 17 - Bracell Amplifies its Presence with Affordable Toilet Paper, Focusing on Cost-Benefit Ratio

Retail Tissue Maintains Lead as Bulk Formats and Value Brands Drive Volumes

Always Launches Pocket Flexfoam to Drive Convenience-Led Premium Growth

Chart 18 - Always Launches Pocket Flexfoam to Offer Compact Convenience in Menstrual Care

Dermacyd Targets Clean Wellness with Ph-Balanced Intimate Wipes

Chart 19 - Dermacyd launches Neutralize intimate wipes with pH-balanced Odor Control technology

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Adult Incontinence Providers to Leverage the Ageing Population to Drive Adoption

Value Brands to Remain Significant Due to Persistent Price Sensitivity

Chart 22 - Analyst Insight for Tissue and Hygiene

Omnichannel Strategies and Monitoring and Adapting to Regulations Will Be Important for Companies

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark Maintains Its Lead, but the Competition Rises in the Value Segment

Softys' Acquisition of Ontex's Brazilian Business Impacts Tissue and Hygiene

Aggressive Expansion Positions Bracell as a Major Challenger

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Captures Hygiene Sales as Shoppers Seek Advice and Chains Expand

Retail E-Commerce Gains Ground for Premium and Bulk Products, but Rises From a Low Base

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Tissue and Hygiene

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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/away-from-home-tissue-and-hygiene-in-brazil/report.