



Tissue and Hygiene in Peru

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Brands Capitalise on Value-Driven Buying with Larger Packs to Aid Value Share

Chart 2 - Value Sized Packs Propel Affordable Brands

Consumers Seek Products That Streamline Daily Routines

Chart 3 - Softys' Elite XL Paper

Premium Features Fuel Retail Adult Incontinence Growth

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters to Attract Price-Focused Shoppers as Private Label Accelerates

Retail Hygiene Will Maintain Lead as Adult Incontinence Outpaces Growth

Discounters and Economic Brands to Grow through Private Label Ranges

Chart 6 - Analyst Insight for Tissue and Hygiene

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Softys and Kimberly-Clark Defend Leadership as New Rivals Gain Ground

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Channel Lead

Mass Captures Share From Small Grocers with Low Prices and Large Packs

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Tissue and Hygiene

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Tissue and Hygiene

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Away-From-Home Tissue and Hygiene in Peru

KEY DATA INSIGHTS

2025 DEVELOPMENTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Away-From-Home Tissue and Hygiene

INDUSTRY PERFORMANCE

Kimberly-Clark and Softys Drive Sharp Price Competition, Limiting Premiumisation

Chart 20 - Brands Intensify Low Price Strategies

Away-From-Home Tissue Leads Value and Volume as Institutions Prioritise Core Formats

Chart 21 - Essity's Sustainability Focus

Essity's Tork Leverages Dispensing Innovation to Win on Sustainability and Savings

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Institutions Shift to Value-Based Solutions as Population Rises

Consultative Selling to Unlock Growth in Institutional Hygiene

Price Competition Gives Way to Efficiency and Service-Driven Growth

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Compete on Price to Sustain Leadership

CHANNELS

Brands Broaden Reach through Discounters as Competition Intensifies

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Peru](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 34 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Economy Brands Sharpen Value Appeal to Capture Budget Shoppers

Chart 35 - Secos Refreshes Branding

Diversity and Awareness Fuel Light Adult Incontinence Growth

Chart 36 - Softys Expands Range

Premiumisation Persists, Even as Consumers Become More Price-Conscious

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

WHAT'S NEXT?

Light Incontinence to Grow through Awareness and Capture New Users

Brands to Focus on Value Strategies as Competition Intensifies

Rising Older Population Fuels Demand for Affordable Innovation

Chart 40 - Analyst Insight for Retail Adult Incontinence

Chart 41 - Forecast Value Sales 2020-2030

Chart 42 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Secos Drives Value Leadership as Plenitud Fortifies Premium Trust

Chart 43 - Company Shares 2025

Chart 44 - Brand Shares 2025

CHANNELS

Secos Amplifies Pharmacy Strength While Discounters Gain Traction

Chart 45 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 46 - Economic Context for Retail Adult Incontinence

Chart 47 - Real Gdp Growth 2020-2030

Chart 48 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 49 - Consumer Context for Retail Adult Incontinence

Chart 50 - Population 2020-2030

Chart 51 - Consumer Expenditure 2020-2030

Chart 52 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Peru](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 53 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Brands Capitalise on Affordability Trends with Bulk Formats

Chart 54 - Ninet Value Sized Packs

Premiumisation Defends Value Despite Economic Pressures

Chart 55 - Huggies Natural Care

Convenience-Focused Pants Formats Drive Product Innovation and Loyalty

Chart 56 - Value Sales 2020-2030

Chart 57 - Volume Sales 2020-2030

Chart 58 - Value Sales by Category 2025

WHAT'S NEXT?

Economic Pressures and Declining Birth Rates to Affect Growth

Brands Continue Accelerating Premiumisation to Offset Falling Birth Rates

Chart 59 - Analyst Insight for Nappies/Diapers/Pants

Chart 60 - Forecast Value Sales 2020-2030

Chart 61 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark Defends Lead as Softys and Inretail Close Gap

Chart 62 - Company Shares 2025

Chart 63 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Lead through Loyalty

Discounters Challenge Traditional Retailers by Scaling Value-Led Formats

Digital Payment Adoption Drives Gradual E-Commerce Share Gains

Chart 64 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 65 - Economic Context for Nappies/Diapers/Pants

Chart 66 - Real Gdp Growth 2020-2030

Chart 67 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 68 - Consumer Context for Nappies/Diapers/Pants

Chart 69 - Population 2020-2030

Chart 70 - Consumer Expenditure 2020-2030

Chart 71 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Peru](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 72 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Retailers Accelerate Private Label Growth, Squeezing Brand Share

Chart 73 - Supermercados Peruanos Launches Mithos

Brands Expand Night-Time and Tampon Lines to Meet Shifting Convenience Demands

Chart 74 - Kimberly Clark Counters Nosotras' Lead with Kotex

Kotex and Nosotras Intensify Competition in High-Coverage and Premium Formats

Chart 75 - Value Sales 2020-2030

Chart 76 - Volume Sales 2020-2030

Chart 77 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Expand High-Absorption Formats as Slim Pads Lose Appeal

Retailers and Brands Intensify Price Competition to Defend Share

Consumers' Focus on Practicality Limits Traction for Sustainable Options

Chart 78 - Analyst Insight for Menstrual Care

Chart 79 - Forecast Value Sales 2020-2030

Chart 80 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Productos Sancela Del Perú Maintains Strong Lead as the Market Becomes More Concentrated

Supermercados Peruanos Challenges Brands with New Economy Offering

Chart 81 - Company Shares 2025

Chart 82 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Lead but Discounters and Specialists Expand Reach

Chart 83 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 84 - Economic Context for Menstrual Care

Chart 85 - Real Gdp Growth 2020-2030

Chart 86 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 87 - Consumer Context for Menstrual Care

Chart 88 - Population 2020-2030

Chart 89 - Consumer Expenditure 2020-2030

Chart 90 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Wipes in Peru

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 91 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Brands Leverage Aggressive Pricing to Accelerate Leadership Shift

Chart 92 - Ninet Grows with Aggressive Pricing Strategy

Personal Wipes Outpaces Home Care Wipes as Usage Continues to Expand

Chart 93 - KCC Emphasises Premium Attributes

Manufacturers Adapt Portfolios to Meet as Consumer Demands for Skin-Friendly Wipes

Chart 94 - Value Sales 2020-2030

Chart 95 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters to Drive Price Competition as Brands Race to Deliver Value

Personal Wipes Set to Capture Household Routines as Innovation Shifts to Credibility

Chinese Imports Push Wipes toward Value-First Thinking

Chart 96 - Analyst Insight for Wipes

Chart 97 - Forecast Value Sales 2020-2030

Chart 98 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Landscape Begins to Fragment as Price Wars Reshape Leadership

Chart 99 - Company Shares 2025

Chart 100 - Brand Shares 2025

CHANNELS

Supermarkets and Small Local Grocers Grow as Price Focus Intensifies

Emerging Discounter Concepts Accelerate Competitive Shifts and Brand Visibility

Chart 101 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 102 - Economic Context for Wipes

Chart 103 - Real Gdp Growth 2020-2030

Chart 104 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 105 - Consumer Context for Wipes

Chart 106 - Population 2020-2030

Chart 107 - Consumer Expenditure 2020-2030

Chart 108 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Peru](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 109 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Supermercados Peruanos Expands Value Offerings as Price Sensitivity Rises

Chart 110 - Supermercados Peruanos Launches Economy Range

Convenience Trend Grows Demand for Longer Formats and Exclusive Launches

Chart 111 - Elite XL Marks Softys' Brand Debut

Chart 112 - Value Sales 2020-2030

Chart 113 - Volume Sales 2020-2030

Chart 114 - Value Sales by Category 2025

WHAT'S NEXT?

Ongoing Growth Expected, with High-Length Formats to Be in Demand

Toilet Paper Strengthens Its Lead as Paper Towels Outpace Rivals

Eco-Labelled Innovation and Channel Shifts Open New Premium Opportunities

Chart 115 - Analyst Insight for Retail Tissue

Chart 116 - Forecast Value Sales 2020-2030

Chart 117 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Softys Defends Top Position as Papelera Reyes Gains on Affordability

Chart 118 - Company Shares 2025

Chart 119 - Brand Shares 2025

CHANNELS

Discounters and Hypermarkets Capture Spend as Shoppers Seek Value

Chart 120 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 121 - Economic Context for Retail Tissue

Chart 122 - Real Gdp Growth 2020-2030

Chart 123 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 124 - Consumer Context for Retail Tissue

Chart 125 - Population 2020-2030

Chart 126 - Consumer Expenditure 2020-2030

Chart 127 - 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/tissue-and-hygiene-in-peru/report.