



# Away-From-Home Tissue and Hygiene in Malaysia

May 2026

## Away-From-Home Tissue and Hygiene in Malaysia - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Rising Demand and Cost-Driven Procurement Expands Tissue Usage

#### KEY INDUSTRY TRENDS

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

#### INDUSTRY PERFORMANCE

Rising Demand and Cost-Driven Procurement Expands Tissue Usage

Chart 2 - OEM tissues gain traction as costeffective solution

Confirm Nice Sdn Bhd Delivers Tailored Tissue Supplies as Tourism Boosts Business Demand

Chart 3 - Many small OEM companies located in cities supply away-from-home tissues

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Hospitality Industry Is Set to Expand Tissue Usage

Hotels and Restaurants Drive Demand for Tissue While Oem Supply Expands Options

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

#### CHANNELS

Oem Suppliers Maintain Traditional B2b Relationships as Businesses Favour Personalisation

Lazada and Shopee Enable Small Traders with Affordable Tissue Delivery

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

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

### EXECUTIVE SUMMARY

Vinda Malaysia and Unicharm Intensify Value Promotions to Win Cost-Conscious Buyers

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

#### INDUSTRY PERFORMANCE

Vinda Malaysia and Unicharm Intensify Value Promotions to Win Cost-Conscious Buyers

Chart 17 - Vinda Malaysia Sdn Bhd uses promotion to deliver value for money

Bottom-Pull Tissues Deliver Convenience for Consumers

Kimberly-Clark Leverages E-Commerce and Seasonal Deals to Reshape Buying Habits

Chart 18 - Bottom-pull packs are increasingly used to save space by hanging on the wall

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Premiumisation to Gain Traction as Population Growth Drives Volume

Ageing Demographic to Drive Retail Adult Incontinence Growth

New Launches to Expand Usage Occasions

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

High Degree of Concentration Is Shaped by Distribution Strategies

Tissue and Hygiene Sees a Raft of Launches in 2025

Chart 23 - Analyst Insight for Tissue and Hygiene

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

## CHANNELS

Grocery Retailers Sustain Dominance as E-Commerce Accelerates Value Growth

Lazada, Shopee, and Tiktok Support Growth of Retail E-Commerce

Chart 26 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 27 - Economic Context for Tissue and Hygiene

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 30 - Consumer Context for Tissue and Hygiene

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

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