



Euromonitor
International

Away-From-Home Tissue and Hygiene in Saudi Arabia

May 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Suppliers Expand Touch-Free Systems to Boost Hygiene and Efficiency

KEY INDUSTRY TRENDS

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

INDUSTRY PERFORMANCE

Suppliers Expand Touch-Free Systems to Boost Hygiene and Efficiency

Event Organisers and Foodservice Operators Drive Tissue Demand Surge

Chart 2 - Fine Solutions Expands Touch-Free Dispenser Systems

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Event Organisers and Hotels Set to Drive Demand for System-Based Hygiene Solutions

Suppliers Offering Integrated Dispensing Systems Set to Capture Institutional Contracts

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Major Companies Secure Large Contracts as Smaller Suppliers Focus on Cost-Driven Niches

CHANNELS

Hotels and Restaurants Accelerate Tissue Demand as Tourism Surges

Wholesale Platforms Shape Procurement through Integrated Hygiene Programmes

Digital B2b Platforms Streamline Supply for Small Business Operators

Chart 7 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/away-from-home-tissue-and-hygiene-in-saudi-arabia/report.