



Euromonitor
International

Away-From-Home Tissue and Hygiene in Hong Kong, China

May 2026

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

Premium Suppliers Raise Standards as Hotels and Offices Drive Value Growth

Brands Drive Premium and Eco-Conscious Innovation

Chart 2 - Botare's Medical Grade Paper Facial Tissue

Population Ageing and Urban Recovery Reshape Demand and Expectations

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Hotels and Offices to Prioritise Quality to Drive Premium Value

Leading Tissue Brands to Win by Innovating for Performance and Sustainability

Bundled Hygiene Solutions and Eco-Certifications to Shape Procurement

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

CHANNELS

Supermarkets and Health and Beauty Specialists Drive In-Person Demand

E-Commerce Expands Online Range to Capture Incremental Growth

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

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Premium Brands Drive Value as Consumers Trade up for Quality

Retail Adult Incontinence Sees Dynamic Growth

Chart 16 - MoliCare's Premium Elastic Adult Diapers

Brands Leverage E-Commerce and Eco-Credentials to Expand Reach

Chart 17 - PureBamboo's 100% Bamboo Pulp Tissue

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Eco and Digital Innovations to Shift Consumer Loyalty and Value

Toilet Paper and Facial Tissues to Maintain Lead as Adult Care Accelerates

Sustainability and "Smart Hygiene" to Transform Buying Patterns

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Guangdong Zhongshun Paper Industry Group Closes the Gap with Leading Players

Chart 22 - Analyst Insight for Tissue and Hygiene

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Supermarkets Reinforce Dominance as E-Commerce Steadies

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Tissue and Hygiene

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Tissue and Hygiene

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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-hong-kong-china/report.