



Euromonitor
International

Away-From-Home Tissue and Hygiene in Switzerland

April 2026

Away-From-Home Tissue and Hygiene in Switzerland - 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

Tourism Rebound Drives Growth as Essity Launches Coreless System

Chart 2 - Tork Optiserve Toilet Paper System Saves Time for Facility Managers and Cleaning Teams

Touch-Free Systems Capture Hospitality Premium Positioning

Chart 3 - A Connected Software Solution for Smart Restroom Servicing

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Hospitality Spending Rebound Fuels Steady Expansion

Connected Dispensers Transform Operational Management

Chart 6 - Analyst Insight for Away-From-Home Tissue and Hygiene

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

CHANNELS

Hospitals Lead as Return-To-Office Policies Support Business Growth

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Active Ageing Population Drives Incontinence Growth as Action Entry Intensifies Value Competition

Kimberly-Clark Expands Renew Programme across European Markets

Chart 18 - Kimberly-Clark Professional Evolves Rightcycle into Renew by Kimberly-Clark Professional
Essity Brands Capture Quality Expectations through Innovation
Chart 19 - A Connected Software Solution for Smart Restroom Servicing
Chart 20 - Value Sales 2020-2030
Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability Commitments Shape Consumer Choices as Demographics Reshape Category Mix
Active Ageing Population Accelerates Adult Incontinence Expansion
Chart 22 - Analyst Insight for Tissue and Hygiene
Chart 23 - Forecast Value Sales 2020-2030
Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Migros Leverages Consumer Trust to Withstand Private-Label Gains
Chart 25 - Company Shares 2025
Chart 26 - Brand Shares 2025

CHANNELS

Supermarkets Retain Leadership as E-Commerce Expands in Discreet Categories
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-switzerland/report.

