



# Away-From-Home Tissue and Hygiene in Spain

April 2026

Table of Contents

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

### KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends Away-from-Home

### INDUSTRY PERFORMANCE

Record Tourism Inflows Drive Strong Horeca Demand

Brands Lower Cost-Per-Service through Integrated Production and Logistics

Manufacturers Accelerate Sustainability with Zero-Deforestation and Renewable Energy

Chart 2 - Value Sales of Away-from-Home 2020-2030

Chart 3 - Value Sales of Away-from-Home by Category 2025

### WHAT'S NEXT?

Kimberly-Clark and Essity Set to Drive Digital Transformation with Smart Dispensing

Major Manufacturers Set to Reduce Waste with Coreless and Rapid-Dissolve Innovations

Chart 4 - Forecast Value Sales of Away-from-Home 2020-2030

Chart 5 - Forecast Value Sales of Away-from-Home by Category 2025-2030

### CHANNELS

Horeca Capitalises on Record Tourism to Drive Value Share Gains

Retail E-Commerce Remains Marginal as Institutional Channels Dominate

Chart 6 - Retail Channels for Away-from-Home 2020-2025

### ECONOMIC CONTEXT

Chart 7 - Economic Context for Away-from-Home

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 10 - Consumer Context for Away-from-Home

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

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

### EXECUTIVE SUMMARY

2025 Development

### KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Tissue and Hygiene

### INDUSTRY PERFORMANCE

Private Label Reshapes Tissue Aisles as Shoppers Prioritise Affordability

Brands Drive Premiumisation and Segmentation as Innovation Offsets Price Wars

Chart 15 - Lindor Launches Eco-Friendly Washable Boxers for Men

Chart 16 - Value Sales of Tissue and Hygiene 2020-2030

Chart 17 - Value Sales of Tissue and Hygiene by Category 2025

## WHAT'S NEXT?

Mercadona Shifts Shopping Habits as Digital-First Habits Expected to Accelerate

Menstrual Cup Overtakes Pads as Reusables Expected to Continue Disrupting Disposables

Chart 18 - Analyst Insight for Tissue and Hygiene

Store Brands Expected to Invest in Premium Features to Win Loyalty and Value

Chart 19 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 20 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

## COMPETITIVE LANDSCAPE

Mercadona Grows Share as Private Label Powers Value Expansion

Chart 21 - Company Shares of Tissue and Hygiene 2025

Chart 22 - Brand Shares of Tissue and Hygiene 2025

## CHANNELS

Supermarkets Remain in the Lead as Discounters Capture Increased Walletshare

Chart 23 - Retail Channels for Tissue and Hygiene 2020-2025

## ECONOMIC CONTEXT

Chart 24 - Economic Context for Tissue and Hygiene

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 27 - Consumer Context for Tissue and Hygiene

Chart 28 - Population 2020-2030

Chart 29 - Consumer Expenditure 2020-2030

Chart 30 - 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-spain/report](https://www.euromonitor.com/away-from-home-tissue-and-hygiene-in-spain/report).