



Retail Tissue in Croatia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

INDUSTRY PERFORMANCE

Government Price Caps Direct Shoppers to Value-Focused Multipacks

Chart 1 - Croatia expanded price-caps

Retailers Boost Private Label Ranges by Leveraging Regulated Prices

New Launches Shifts Shopper Behaviour with Lighter, Resource-Efficient Rolls

Chart 2 - Perfex Resource-Efficient Toilet Paper

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and Supermarkets to Defend Share as Price Caps Persist

Brand Strategies to Focus on Sustainability and Efficiency to Win Loyalty

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Defend Lead as Private Label Ranges Chip Away at Mid-Tier Brands

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Maintain Channel Lead through Entrenched Habits

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail Tissue

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail Tissue

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Croatia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Government Price Caps Reshape Purchasing as Affordability Dominates

Premiumisation Holds Firm in Retail Tissue

Chart 19 - Violeta Double Care Strengthens Premium Positioning

E-Commerce Gains Ground as a Strategic Channel

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label Strengthens as Brands Expected to Prioritise Value Messaging

Adult Incontinence Leads Growth as Nappies Set to Face Demographic Headwinds

Retailers Expand E-Commerce and Delivery to Reach Rural Consumers

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

Violeta and Private Label Increase Pressure on Mid-Tier Brands

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Discounters Attract Cost-Conscious Shoppers with Affordable Tissue and Hygiene

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/retail-tissue-in-croatia/report.