



Euromonitor  
International

# Away-From-Home Tissue and Hygiene in Tanzania

May 2026

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

## INDUSTRY PERFORMANCE

Inflation and Affordability Challenges Limit Premiumisation

Chandaria Industries Elevates Value with Premium and Eco-Friendly Product Launches

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

## WHAT'S NEXT?

Manufacturers Set to Increase Local Supply to Win Institutional Contracts

Tourism to Continue Driving Premiumisation While Economy Tissue Dominate Institutional Spend

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

## CHANNELS

Direct Institutional Supply Shapes Bulk Purchasing Behaviour

Chart 5 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 6 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 7 - Real Gdp Growth 2020-2030

Chart 8 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 9 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 10 - Population 2020-2030

Chart 11 - Consumer Expenditure 2020-2030

Chart 12 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Tanzania - Industry Overview

## EXECUTIVE SUMMARY

2025 Development

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Brands Broaden Access as Affordability Drives Purchasing Decisions

Premium Features in Wipes and Tissue Products Attract Affluent Urban Consumers

Manufacturers Champion Clean Wellness and Sustainability through New Launches

Chart 14 - Value Sales 2020-2030

Chart 15 - Value Sales by Category 2025

## WHAT'S NEXT?

Affordability to Remain Influential Driver as Consumers Seek Value

E-Commerce and Premiumisation to Drive Urban Revenue Gains  
Rising Incomes and Urbanisation to Widen the Gap in Product Access  
Chart 16 - Forecast Value Sales 2020-2030  
Chart 17 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Tanpack Leverages Local Brands to Sustain Leadership as Global Rivals Lose Share  
Chart 18 - Company Shares 2025  
Chart 19 - Brand Shares 2025

## CHANNELS

Supermarkets Expand Reach as Small Local Grocers Maintain Rural Access  
Chart 20 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 21 - Economic Context for Tissue and Hygiene  
Chart 22 - Real Gdp Growth 2020-2030  
Chart 23 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 24 - Consumer Context for Tissue and Hygiene  
Chart 25 - Population 2020-2030  
Chart 26 - Consumer Expenditure 2020-2030  
Chart 27 - 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-tanzania/report](http://www.euromonitor.com/away-from-home-tissue-and-hygiene-in-tanzania/report).