

# Tissue and Hygiene in Hong Kong, China

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## Abstracts

The overall tissue and hygiene market showed stronger signs of recovery in 2023. The Hong Kong government began gradually relaxing the COVID-19-related social restrictions in early 2023. By March 2023, Hong Kong had fully reopened, with the lifting of all restrictions. The resurgence in tourism has played a pivotal role in boosting sales in the away-from-home sector, with hotels, restaurants and caf?s expanding their local presence. Conversely, domestic at-home tissue and hygiene consumption has...

Euromonitor International's Tissue and Hygiene in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

**Product coverage:** Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Tissue and Hygiene market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### TISSUE AND HYGIENE IN HONG KONG, CHINA

#### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

#### MARKET INDICATORS

Table 1 Birth Rates 2018-2023

Table 2 Infant Population 2018-2023

Table 3 Female Population by Age 2018-2023

Table 4 Total Population by Age 2018-2023

Table 5 Households 2018-2023

Table 6 Forecast Infant Population 2023-2028

Table 7 Forecast Female Population by Age 2023-2028

Table 8 Forecast Total Population by Age 2023-2028

Table 9 Forecast Households 2023-2028

#### MARKET DATA

Table 10 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 11 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 13 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 14 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 15 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 16 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 17 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 18 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### MENSTRUAL CARE IN HONG KONG, CHINA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Comfort and functionality remain key purchase attributes for menstrual products

Consumers return to bricks-and-mortar shopping for menstrual care products

#### PROSPECTS AND OPPORTUNITIES

Menstrual care brands empower women with knowledge about menstrual health

Increasing share for private label brands and small local players

#### CATEGORY DATA

Table 19 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 20 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 21 Retail Sales of Tampons by Application Format: % Value 2018-2023

Table 22 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 23 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 24 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 25 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

#### NAPPIES/DIAPERS/PANTS IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Return of tourists aids the recovery of nappies/diapers/pants

Skin friendliness and leakage protection are important considerations

Nappies/diaper brands leverage IP collaboration to penetrate local market

##### PROSPECTS AND OPPORTUNITIES

Declining birth rate will lead to tepid growth in nappies/diapers/pants

Nappies/diapers/pants product diversification based on usage scenarios

#### CATEGORY DATA

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 27 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 28 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 29 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 31 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

#### RETAIL ADULT INCONTINENCE IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Growing ageing population leads to strong growth in retail adult incontinence

Inclusive and customised fitting options more prevalent

##### PROSPECTS AND OPPORTUNITIES

Continue growing momentum for retail adult incontinence

Local players launching private label products

#### CATEGORY DATA

Table 32 Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 33 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 34 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 36 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 37 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

#### WIPES IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Rising popularity of smaller packaged wipes for travel, due to convenience

Antibacterial properties and “skinification” are key criteria for personal wipes

Return of shopping in bricks-and-mortar outlets

##### PROSPECTS AND OPPORTUNITIES

Rising popularity of moist toilet wipes

Increase in private label wipes

#### CATEGORY DATA

Table 38 Retail Sales of Wipes by Category: Value 2018-2023

Table 39 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 41 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 42 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 43 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

#### RETAIL TISSUE IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Price sensitivity hinders value gains

Consumers looking for comfort in tissue-related products

Local tissue consumption negatively affected by “reverse shopping” trend

##### PROSPECTS AND OPPORTUNITIES

Growth in private label

Sustainability keeps being future product innovation focus

Tissue players slowly increase price to reduce inflationary pressure

#### CATEGORY DATA

Table 44 Retail Sales of Tissue by Category: Value 2018-2023

Table 45 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 47 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 48 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 49 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Away-from-home tissue recovery driven by return of international tourists

AFH adult incontinence demand remains strong

PROSPECTS AND OPPORTUNITIES

Away-from-home tissue demand returning to normal

AFH adult incontinence keeps growing, due to the ageing of the population

CATEGORY DATA

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 51 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 52 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 53 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 54 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 55 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 56 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

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