

# Tissue and Hygiene in Saudi Arabia

<https://marketpublishers.com/r/TB31C367F66EN.html>

Date: May 2024

Pages: 58

Price: US\$ 2,650.00 (Single User License)

ID: TB31C367F66EN

## Abstracts

Tissue and hygiene in Saudi Arabia continued to see overall retail volume and current value growth in 2023. Rising awareness of the importance of hygiene and cleanliness supported demand. This performance was also supported by population growth, urbanisation, stronger tourist footfall and improving disposable incomes per household. The growth of tourism and education and prioritisation of “Saudisation” saw more women join the workforce, informing a general shift in sociocultural practices. Furth...

Euromonitor International's Tissue and Hygiene in Saudi Arabia 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 Saudi Arabia  
Euromonitor International  
March 2024

### LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN SAUDI ARABIA  
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 SAUDI ARABIA

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

The offer of sustainable options increases in menstrual care

Demographic trends and awareness campaigns support menstrual care in Saudi Arabia

Modern grocery retailers propel menstrual care

PROSPECTS AND OPPORTUNITIES

The offer of environmental- and skin-friendly variants to see an increase in the forecast period

Intense competition to encourage continuous innovation and product upgrades

Menstrual care to stay on an upward growth trajectory in the forecast period

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 SAUDI ARABIA

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Inflation and higher raw material and production costs foster an increase in the average unit price of nappies/diapers

Gradually decreasing birth rate continues to lower the target audience and limit demand for nappies/diapers

Disposable pants remains the fastest-growing category while segmentation increases across nappies/diapers/pants

PROSPECTS AND OPPORTUNITIES

Sustainable material-based nappies/diapers ranges to pique consumer interest in the

forecast period

Innovation and e-commerce to support development and category growth

The strength of the leading brands acts as a barrier to new brands

#### 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 SAUDI ARABIA

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Increasing awareness and product accessibility improve sales of adult incontinence  
products through retail in Saudi Arabia

Innovation and new product development by key players help to sustain growth  
trajectory

Retail e-commerce continues to emerge as a significant channel for adult incontinence  
PROSPECTS AND OPPORTUNITIES

Category outlook is positive as awareness and development are set to continue apace  
in the forecast period

Key players to focus on improving their offer to win over consumers and maintain their  
positions

Sales via e-commerce to grow in the forecast period

#### 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 SAUDI ARABIA

#### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Favourable health, social and economic factors push the demand for wipes in Saudi Arabia

Robust key trends continue to develop and grow the category at the end of the review period

Key players in baby wipes continue to upgrade product quality and diversify their product offer

## PROSPECTS AND OPPORTUNITIES

Key players are likely to launch sustainable and eco-friendly variants in the forecast period

Multiple pack sizes a possibility in the forecast period

Innovation investments to create growth prospects for 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 SAUDI ARABIA

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Local tissue production benefits from government stimuli

Inflation and the rise in raw material costs exert upward pressure on average retail unit prices

Key manufacturers keep improving products and packaging to remain competitive

## PROSPECTS AND OPPORTUNITIES

Reduced dependency on imports and price promotions to help shape the category

Sustainability and eco-friendly products to gain popularity

Expansion of distribution to boost retail tissue in Saudi Arabia

## 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 SAUDI ARABIA

KEY DATA FINDINGS

## **2023 DEVELOPMENTS**

Positive economic, social and cultural factors spur development and growth in AFH tissue

AFH tissue and hygiene focuses on sustainable initiatives in accordance with Saudi Arabia's Vision 2030

Segmentation and other key trends remain robust

## **PROSPECTS AND OPPORTUNITIES**

Strong development opportunities lie ahead

Horeca is well placed to remain the strongest AFH channel

Further moves towards sustainability anticipated in the forecast period

## **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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