



Tissue and Hygiene in the US

February 2024

Table of Contents

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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

Away-From-Home Tissue and Hygiene in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stringent enforcement of back-to-office policies leads to a positive performance for away-from-home (AFH) tissue market

Consumers' travel habits continue to boost away-from-home (AFH) tissue sales through on-trade channels

Higher costs and smaller margins elevate away-from-home products' prices and create a challenging operational landscape

PROSPECTS AND OPPORTUNITIES

Away-from-home distribution may expand brand penetration and increase consumer awareness

AFH adult incontinence to be influenced by various factors related to demographic changes, impacting performance over the forecast period

Steady growth in consumer foodservice could benefit AFH paper napkins

CATEGORY DATA

Table 19 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 20 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 21 - Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 22 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 23 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 24 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 25 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

Retail Adult Incontinence in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value-conscious behaviour and innovation propel private label sales

Moderate/heavy format growth slightly outpaces light counterpart in both value and volume terms, while reusable options continue to peak consumer interest

E-commerce continues to lead channel performance, with community-building and personalised customer service contributing to growth

PROSPECTS AND OPPORTUNITIES

Continued interest in at-home care for expanding 65+ population in the US bodes well for retail adult incontinence

Underserved bowel incontinence consumers present additional innovation avenues for moderate/heavy format

Skin health is highly important for younger incontinence consumers, and brands keep pace with skin-friendly offerings

CATEGORY DATA

Table 26 - Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 27 - Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 28 - NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 29 - LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 30 - Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 31 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

Nappies/Diapers/Pants in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value-adding innovation targeting performance, skin health and under-served demographics help solidify competitiveness

Sustainability concerns drive new entrants and releases

Leading players and insurgents to consider expanding strategies to offer other services

PROSPECTS AND OPPORTUNITIES

Pants and comfort-forward options offer opportunities for growth, despite unfavourable demographic outlook

Cloth nappies/diapers' cost effectiveness and eco advantages pose a threat to disposable nappies/diapers

D2C thrives on desire for more personalised, predictive and automated baby care

CATEGORY DATA

Table 32 - Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 33 - Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 34 - NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 35 - LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 36 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 37 - Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

Menstrual Care in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Persisting inflationary concerns remain prevalent in menstrual care, with lifestyle implications skewing sales performance
Indie brands form coalition to fight menstrual care sales tax
Sustainable materials hold promise, with increased retailer buy-in

PROSPECTS AND OPPORTUNITIES

Away-from-home distribution can expand brand penetration and consumer awareness
Holistic health movement offers opportunity for menstrual product diversification
Adult incontinence hybridity draws on existing knowledge and brand infrastructure
Efforts in advertising "realism" have mixed results in debunking menstruation taboos

CATEGORY DATA

Table 38 - Retail Sales of Menstrual Care by Category: Value 2018-2023
Table 39 - Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023
Table 40 - Retail Sales of Tampons by Application Format: % Value 2018-2023
Table 41 - NBO Company Shares of Retail Menstrual Care: % Value 2019-2023
Table 42 - LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023
Table 43 - Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028
Table 44 - Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

Wipes in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cleaning efficacy, health and convenience influence development of personal care wipes
Moist toilet wipes and baby wipes posted healthy growth, while disinfecting and sanitising wipes witnessed moderate growth
Private labels market share increased across personal care wipes

PROSPECTS AND OPPORTUNITIES

Sustainability to wield greater influence on future sales and competition
Legislation regarding flushability, labelling and ingredient transparency will continue to pose challenges and necessitate further innovation.
Skin microbiome to become key driver of innovation

CATEGORY DATA

Table 45 - Retail Sales of Wipes by Category: Value 2018-2023
Table 46 - Retail Sales of Wipes by Category: % Value Growth 2018-2023
Table 47 - NBO Company Shares of Retail Wipes: % Value 2019-2023
Table 48 - LBN Brand Shares of Retail Wipes: % Value 2020-2023
Table 49 - Forecast Retail Sales of Wipes by Category: Value 2023-2028
Table 50 - Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

Retail Tissue in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail tissue volume performance continues to dip, though recovery seems feasible in 2024
Private label wins confirm consumers' priorities amidst economic uncertainties
Shrinkflation still relevant to protect margins for household paper products

PROSPECTS AND OPPORTUNITIES

The next in retailing strategy: Subscription model buying could boost retailer loyalty and consumer savings satisfaction
Innovation driven by new product design and alternative sustainable fibres
Rise of reusable technology in paper towels hints at possible industry disruptions

CATEGORY DATA

Table 51 - Retail Sales of Tissue by Category: Value 2018-2023

Table 52 - Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 53 - NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 54 - LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 55 - Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 56 - Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

Rx/Reimbursement Adult Incontinence in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rx/reimbursement continues to see steady growth, even amid the cessation of COVID-19 emergency relief funding

Funding constraints limit product options

Florida lawsuit settlements prompt expanded coverage of incontinence products

PROSPECTS AND OPPORTUNITIES

Future policy will be a key driver of the category's long-term performance

Brands and direct-to-consumer retailers' education and alliances are essential for the reimbursement consumer

CATEGORY DATA

Table 57 - Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2018-2023

Table 58 - Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2018-2023

Table 59 - Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2023-2028

Table 60 - Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2023-2028

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