

# Retail Tissue in Saudi Arabia

March 2024

Table of Contents

## Retail Tissue in Saudi Arabia - Category analysis

### 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 1 - Retail Sales of Tissue by Category: Value 2018-2023  
Table 2 - Retail Sales of Tissue by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Retail Tissue: % Value 2019-2023  
Table 4 - LBN Brand Shares of Retail Tissue: % Value 2020-2023  
Table 5 - Forecast Retail Sales of Tissue by Category: Value 2023-2028  
Table 6 - Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

## Tissue and Hygiene in Saudi Arabia - Industry Overview

### 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 7 - Birth Rates 2018-2023  
Table 8 - Infant Population 2018-2023  
Table 9 - Female Population by Age 2018-2023  
Table 10 - Total Population by Age 2018-2023  
Table 11 - Households 2018-2023  
Table 12 - Forecast Infant Population 2023-2028  
Table 13 - Forecast Female Population by Age 2023-2028  
Table 14 - Forecast Total Population by Age 2023-2028  
Table 15 - Forecast Households 2023-2028

### MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023  
Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023  
Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023  
Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023  
Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023  
Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023  
Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028  
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

### DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

#### 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-saudi-arabia/report](http://www.euromonitor.com/retail-tissue-in-saudi-arabia/report).