

The Grocer

Focus On: Household paper

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Publishing: 24 January 2026

Advertising deadline: 9 January 2025

Submissions deadline: 2 January 2025

Times are good for the two top loo roll challengers. Both have landed a Tesco listing this year, even amid broader category decline. So, how are they shaking up a category that's in desperate need of value sales? Who are the other challengers making strides – and how?

- Values are down among brands and private label – why?
- How has private label managed a slight volume gain?
- What are successful brands doing to gain market share? How important are eco credentials?
- How has number three brand shot ahead, amid value declines in the top two brands?
- Does a brand refresh help sales?

Elsewhere in paper

- Both values and volumes are down in kitchen roll – are Brits just using less of the stuff?
- How has one of the top brands continued to grow despite sales slumps elsewhere?
- Two brands have more than doubled their value sales. What's behind their meteoric growth?
- In facial tissue, private label is down against growth for brands. How have they accomplished this?