

Tissue Paper Market Pegged for Robust Expansion During 2024 - 2031 |

The global tissue paper market was pegged at 79.0 Billion tons in 2022 and is expected to exhibit a CAGR of 6.80% in terms of volume over (2023-2030)

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/EINPresswire.com/ -- Market Overview:

Tissue paper is a lightweight paper or spunlace used in various applications such as toilet paper, facial tissues, paper towels, and napkins. It is widely used for drying hands, cleaning surfaces, and wrapping.

Market Dynamics:

Rising hygiene awareness among consumers across the world is expected to drive growth of the global tissue paper market during the forecast period. Consumers are adopting western lifestyles and becoming more conscious of personal hygiene. This has augmented the demand for personal care products including tissues. Further, rapid urbanization accompanied with changing consumer purchasing behavior has also positively impacted the market. Additionally, growing use of tissue papers in industries such as hospitality and healthcare is fueling market growth.

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Significant Opportunity available for Tissue Paper Market growth

Increasing demand for eco-friendly tissue papers



Tissue Paper Market

With the rising clamor over environmental protection, there is growing demand for tissue papers manufactured using recycled content or from sustainably managed forests. Several manufacturers have launched tissues with high post-consumer recycled pulp. Moreover, factors like biodegradability and use of renewable resources instead of synthetic or plastic materials appeal to the eco-conscious customers. This growing segment of customers willing to pay premium for green tissue products offers lucrative prospects. Innovation and marketing of environment-friendly tissue papers thus presents a major window of opportunity for businesses.

Major Market Trend influencing the Tissue Paper Market

Surging demand for premium and specialty tissue papers

Earlier, the market was dominated by basic one or two ply tissue papers. However, today customers seek variety in tissue offerings with different attributes like strength, thickness, softness, absorption etc. suited for specific purposes. This has unlocked enormous potential for premium and specialty tissue papers such as facial tissues, wet wipes, anti-bacterial tissues, organic tissues etc. Companies are innovating continually to offer novel product ranges. There is rising preference for super soft, anti-allergic tissues. Also, the self-medicated health and wellness segment boost specialty tissues usage. Thus, the trend towards premiumization and diversification is a key factor delineating industry growth patterns in the coming times.

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Top Companies Featured in This Report:

- ☐ Major players operating in the global tissue paper market include Kimberly-Clark Corporation
- ☐ Essity AB
- ☐ Georgia-Pacific LLC
- ☐ Asia Pulp and Paper Group
- ☐ Procter & Gamble Co.
- ☐ Sofidel Group
- ☐ CMPC Tissue S.A.
- ☐ WEPA Hygieneprodukte GmbH
- ☐ Metsä Group
- ☐ Cascades Inc.

Market Segmentation:

By Product Type:

- ☐ By Product Type: Toilet Tissue, Paper Napkin/ Paper Towel, Kitchen and Hand Towel, Facial

Tissue / Hankies, Others (Specialty and Wrapping Tissue)

□ By Raw Material: Wood Free, Wood Containing, Recovered Paper

□ By Distribution Channel: Hypermarkets & Supermarkets, Online Channel, Others (Departmental Stores, etc.)

□ By End User: Residential, Commercial

Key Regions/Countries Classified as Follows:

» North America (U.S., Canada, Mexico)

» Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)

» Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)

» South America (Brazil, Argentina, Rest of SA)

» Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

Key Inquiries Addressed in this Report include:

□ What was the size of the Tissue Paper Market in 2024, and what is the projected value by 2031?

□ What is the present global market landscape for the Tissue Paper Market?

□ What strategies offer optimal opportunities for growth maximization in the business?

□ What recent trends are shaping the Tissue Paper Market?

□ How does the market share of Tissue Paper Market revenue, sales, and size vary across specific geographical regions?

□ Who are the prominent industry players in the Tissue Paper Market?

□ Which segment of the Tissue Paper Market is experiencing heightened demand?

The report also delves into the competitive landscape, key players, trade patterns, industry value chain, recent news, policies, and regulations. Should you have any inquiries or require customization options, please don't hesitate to contact us.

In summary, whether you're engaged in manufacturing, distribution, or investment within the Tissue Paper sector, this report furnishes invaluable insights into market segments, drivers, challenges, investment prospects, regional dynamics, major players, growth strategies, prevailing trends, and hurdles influencing the industry's expansion.

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