

Embossed Toilet Tissues Market By Type (1 Ply, 2 Ply, 3 Ply, Others) , By End User (Residential, Commercial) By Distribution Channel (Hypermarkets/Supermarkets, Departmental Stores, Distributors, E-commerce, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/E7DF6BC154D9EN.html>

Date: September 2024

Pages: 150

Price: US\$ 2,439.00 (Single User License)

ID: E7DF6BC154D9EN

Abstracts

Embossed Toilet Tissues Market

The embossed toilet tissues market was valued at \$50.2 billion in 2023 and is projected to reach \$90.9 billion by 2033, growing at a CAGR of 6.2% from 2024 to 2033.

Embossed toilet tissue is a type of paper napkin with 3D patterns and designs that is used for hygiene purposes. The process of creating three-dimensional projections & depressions on the tissue through heat & pressure is known as embossing. It improves bonding between multi-ply tissue papers, providing individuals with better hold of the product. Moreover, the embossed pattern enhances the utility of toilet tissue by improving its resistance, strength, and absorption. Unique embossed designs further aim to attract customers visually and provide them with remarkable artisanal experience.

Increase in awareness regarding hygiene has boosted the adoption of personal care products, which drives the growth of the embossed toilet tissues market. In addition, several manufacturers are utilizing the embossing process to differentiate their products from competitors and establish brand identity, thereby augmenting the development of the market. Sustainability is a key trend acquiring traction in the embossed toilet tissues market. To make tissues skin-friendly and reduce environmental impact, manufacturers

are focusing on sourcing 100% pure plant pulp. Furthermore, the manufacturers are curbing from incorporating harmful chemicals and optical brightening agents, attracting a large base of environmentally inclined consumers.

However, high cost of embossed toilet tissues as compared to the simple non-embossed ones hampers the development of the market. Furthermore, fluctuating raw material prices and disruptions in the supply chain hinder the market development significantly. On the contrary, rise in the trend of customization is presenting lucrative opportunities for the embossed toilet tissues market. Integrating unique scents and embossing organization-specific logos or designs for marketing initiatives are some of the customization strategies that open new avenues for the expansion of the market.

Segment Review

The embossed toilet tissues market is segmented on the basis of type, end user, distribution channel, and region. On the basis of type, the market is divided into 1 ply, 2 ply, 3 ply, and others. Depending on end user, it is bifurcated into residential and commercial. By distribution channel, it is classified into hypermarkets/supermarkets, departmental stores, distributors, e-commerce, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of type, the 2 ply segment dominated the market in 2023.

Depending on end user, the residential segment held a high share of the market in 2023.

By distribution channel, the hypermarkets/supermarkets segment acquired a high stake in the market in 2023.

Region wise, North America was the highest revenue generator in 2023.

Competition Analysis

The leading players operating in the global embossed toilet tissues market include Essity Aktiebolag AB, Caprice Green Toilet Paper, Charmin Ultra Soft, Procter & Gamble, Angel Soft, Kimberley Clark Corporation, Coronet, Green Forest Unscented Bathroom, Georgia-Pacific LLC, and Kirkland Signature. These major players have

adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Investment Opportunities

Consumer Preference and Product Specifications

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Expanded list for Company Profiles

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

SWOT Analysis

Key Market Segments

By Type

1 Ply

2 Ply

3 Ply

Others

By End User

Residential

Commercial

By Distribution Channel

Hypermarkets/Supermarkets

Departmental Stores

Distributors

E-commerce

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Argentina

Rest of LAMEA

Key Market Players

Essity Aktiebolag AB

Caprice Green Toilet Paper

Charmin Ultra Soft

Procter & Gamble

Angel Soft

Kimberley Clark Corporation

Coronet

Green Forest Unscented Bathroom

Georgia-Pacific LLC

Kirkland Signature

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: EMBOSSED TOILET TISSUES MARKET, BY TYPE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Type
- 4.2. 1 Ply
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. 2 Ply
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country
- 4.4. 3 Ply
 - 4.4.1. Key Market Trends, Growth Factors and Opportunities
 - 4.4.2. Market Size and Forecast, By Region
 - 4.4.3. Market Share Analysis, By Country
- 4.5. Others
 - 4.5.1. Key Market Trends, Growth Factors and Opportunities
 - 4.5.2. Market Size and Forecast, By Region
 - 4.5.3. Market Share Analysis, By Country

CHAPTER 5: EMBOSSED TOILET TISSUES MARKET, BY END USER

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By End User
- 5.2. Residential
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Commercial
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country

CHAPTER 6: EMBOSSED TOILET TISSUES MARKET, BY DISTRIBUTION CHANNEL

- 6.1. Market Overview
 - 6.1.1 Market Size and Forecast, By Distribution Channel
- 6.2. Hypermarkets/Supermarkets
 - 6.2.1. Key Market Trends, Growth Factors and Opportunities
 - 6.2.2. Market Size and Forecast, By Region
 - 6.2.3. Market Share Analysis, By Country
- 6.3. Departmental Stores
 - 6.3.1. Key Market Trends, Growth Factors and Opportunities

- 6.3.2. Market Size and Forecast, By Region
- 6.3.3. Market Share Analysis, By Country
- 6.4. Distributors
 - 6.4.1. Key Market Trends, Growth Factors and Opportunities
 - 6.4.2. Market Size and Forecast, By Region
 - 6.4.3. Market Share Analysis, By Country
- 6.5. E-commerce
 - 6.5.1. Key Market Trends, Growth Factors and Opportunities
 - 6.5.2. Market Size and Forecast, By Region
 - 6.5.3. Market Share Analysis, By Country
- 6.6. Others
 - 6.6.1. Key Market Trends, Growth Factors and Opportunities
 - 6.6.2. Market Size and Forecast, By Region
 - 6.6.3. Market Share Analysis, By Country

CHAPTER 7: EMBOSSED TOILET TISSUES MARKET, BY REGION

- 7.1. Market Overview
 - 7.1.1 Market Size and Forecast, By Region
- 7.2. North America
 - 7.2.1. Key Market Trends and Opportunities
 - 7.2.2. Market Size and Forecast, By Type
 - 7.2.3. Market Size and Forecast, By End User
 - 7.2.4. Market Size and Forecast, By Distribution Channel
 - 7.2.5. Market Size and Forecast, By Country
 - 7.2.6. U.S. Embossed Toilet Tissues Market
 - 7.2.6.1. Market Size and Forecast, By Type
 - 7.2.6.2. Market Size and Forecast, By End User
 - 7.2.6.3. Market Size and Forecast, By Distribution Channel
 - 7.2.7. Canada Embossed Toilet Tissues Market
 - 7.2.7.1. Market Size and Forecast, By Type
 - 7.2.7.2. Market Size and Forecast, By End User
 - 7.2.7.3. Market Size and Forecast, By Distribution Channel
 - 7.2.8. Mexico Embossed Toilet Tissues Market
 - 7.2.8.1. Market Size and Forecast, By Type
 - 7.2.8.2. Market Size and Forecast, By End User
 - 7.2.8.3. Market Size and Forecast, By Distribution Channel
- 7.3. Europe
 - 7.3.1. Key Market Trends and Opportunities

- 7.3.2. Market Size and Forecast, By Type
- 7.3.3. Market Size and Forecast, By End User
- 7.3.4. Market Size and Forecast, By Distribution Channel
- 7.3.5. Market Size and Forecast, By Country
- 7.3.6. France Embossed Toilet Tissues Market
 - 7.3.6.1. Market Size and Forecast, By Type
 - 7.3.6.2. Market Size and Forecast, By End User
 - 7.3.6.3. Market Size and Forecast, By Distribution Channel
- 7.3.7. Germany Embossed Toilet Tissues Market
 - 7.3.7.1. Market Size and Forecast, By Type
 - 7.3.7.2. Market Size and Forecast, By End User
 - 7.3.7.3. Market Size and Forecast, By Distribution Channel
- 7.3.8. Italy Embossed Toilet Tissues Market
 - 7.3.8.1. Market Size and Forecast, By Type
 - 7.3.8.2. Market Size and Forecast, By End User
 - 7.3.8.3. Market Size and Forecast, By Distribution Channel
- 7.3.9. Spain Embossed Toilet Tissues Market
 - 7.3.9.1. Market Size and Forecast, By Type
 - 7.3.9.2. Market Size and Forecast, By End User
 - 7.3.9.3. Market Size and Forecast, By Distribution Channel
- 7.3.10. UK Embossed Toilet Tissues Market
 - 7.3.10.1. Market Size and Forecast, By Type
 - 7.3.10.2. Market Size and Forecast, By End User
 - 7.3.10.3. Market Size and Forecast, By Distribution Channel
- 7.3.11. Rest Of Europe Embossed Toilet Tissues Market
 - 7.3.11.1. Market Size and Forecast, By Type
 - 7.3.11.2. Market Size and Forecast, By End User
 - 7.3.11.3. Market Size and Forecast, By Distribution Channel
- 7.4. Asia-Pacific
 - 7.4.1. Key Market Trends and Opportunities
 - 7.4.2. Market Size and Forecast, By Type
 - 7.4.3. Market Size and Forecast, By End User
 - 7.4.4. Market Size and Forecast, By Distribution Channel
 - 7.4.5. Market Size and Forecast, By Country
 - 7.4.6. China Embossed Toilet Tissues Market
 - 7.4.6.1. Market Size and Forecast, By Type
 - 7.4.6.2. Market Size and Forecast, By End User
 - 7.4.6.3. Market Size and Forecast, By Distribution Channel
 - 7.4.7. Japan Embossed Toilet Tissues Market

- 7.4.7.1. Market Size and Forecast, By Type
- 7.4.7.2. Market Size and Forecast, By End User
- 7.4.7.3. Market Size and Forecast, By Distribution Channel
- 7.4.8. India Embossed Toilet Tissues Market
 - 7.4.8.1. Market Size and Forecast, By Type
 - 7.4.8.2. Market Size and Forecast, By End User
 - 7.4.8.3. Market Size and Forecast, By Distribution Channel
- 7.4.9. South Korea Embossed Toilet Tissues Market
 - 7.4.9.1. Market Size and Forecast, By Type
 - 7.4.9.2. Market Size and Forecast, By End User
 - 7.4.9.3. Market Size and Forecast, By Distribution Channel
- 7.4.10. Australia Embossed Toilet Tissues Market
 - 7.4.10.1. Market Size and Forecast, By Type
 - 7.4.10.2. Market Size and Forecast, By End User
 - 7.4.10.3. Market Size and Forecast, By Distribution Channel
- 7.4.11. Rest of Asia-Pacific Embossed Toilet Tissues Market
 - 7.4.11.1. Market Size and Forecast, By Type
 - 7.4.11.2. Market Size and Forecast, By End User
 - 7.4.11.3. Market Size and Forecast, By Distribution Channel
- 7.5. LAMEA
 - 7.5.1. Key Market Trends and Opportunities
 - 7.5.2. Market Size and Forecast, By Type
 - 7.5.3. Market Size and Forecast, By End User
 - 7.5.4. Market Size and Forecast, By Distribution Channel
 - 7.5.5. Market Size and Forecast, By Country
 - 7.5.6. Brazil Embossed Toilet Tissues Market
 - 7.5.6.1. Market Size and Forecast, By Type
 - 7.5.6.2. Market Size and Forecast, By End User
 - 7.5.6.3. Market Size and Forecast, By Distribution Channel
 - 7.5.7. South Africa Embossed Toilet Tissues Market
 - 7.5.7.1. Market Size and Forecast, By Type
 - 7.5.7.2. Market Size and Forecast, By End User
 - 7.5.7.3. Market Size and Forecast, By Distribution Channel
 - 7.5.8. Saudi Arabia Embossed Toilet Tissues Market
 - 7.5.8.1. Market Size and Forecast, By Type
 - 7.5.8.2. Market Size and Forecast, By End User
 - 7.5.8.3. Market Size and Forecast, By Distribution Channel
 - 7.5.9. Argentina Embossed Toilet Tissues Market
 - 7.5.9.1. Market Size and Forecast, By Type

- 7.5.9.2. Market Size and Forecast, By End User
- 7.5.9.3. Market Size and Forecast, By Distribution Channel
- 7.5.10. Rest of LAMEA Embossed Toilet Tissues Market
 - 7.5.10.1. Market Size and Forecast, By Type
 - 7.5.10.2. Market Size and Forecast, By End User
 - 7.5.10.3. Market Size and Forecast, By Distribution Channel

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping Of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

CHAPTER 9: COMPANY PROFILES

- 9.1. Essity Aktiebolag AB
 - 9.1.1. Company Overview
 - 9.1.2. Key Executives
 - 9.1.3. Company Snapshot
 - 9.1.4. Operating Business Segments
 - 9.1.5. Product Portfolio
 - 9.1.6. Business Performance
 - 9.1.7. Key Strategic Moves and Developments
- 9.2. Caprice Green Toilet Paper
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Operating Business Segments
 - 9.2.5. Product Portfolio
 - 9.2.6. Business Performance
 - 9.2.7. Key Strategic Moves and Developments
- 9.3. Charmin Ultra Soft
 - 9.3.1. Company Overview
 - 9.3.2. Key Executives
 - 9.3.3. Company Snapshot
 - 9.3.4. Operating Business Segments

- 9.3.5. Product Portfolio
- 9.3.6. Business Performance
- 9.3.7. Key Strategic Moves and Developments
- 9.4. Procter And Gamble
 - 9.4.1. Company Overview
 - 9.4.2. Key Executives
 - 9.4.3. Company Snapshot
 - 9.4.4. Operating Business Segments
 - 9.4.5. Product Portfolio
 - 9.4.6. Business Performance
 - 9.4.7. Key Strategic Moves and Developments
- 9.5. Angel Soft
 - 9.5.1. Company Overview
 - 9.5.2. Key Executives
 - 9.5.3. Company Snapshot
 - 9.5.4. Operating Business Segments
 - 9.5.5. Product Portfolio
 - 9.5.6. Business Performance
 - 9.5.7. Key Strategic Moves and Developments
- 9.6. Kimberley Clark Corporation
 - 9.6.1. Company Overview
 - 9.6.2. Key Executives
 - 9.6.3. Company Snapshot
 - 9.6.4. Operating Business Segments
 - 9.6.5. Product Portfolio
 - 9.6.6. Business Performance
 - 9.6.7. Key Strategic Moves and Developments
- 9.7. Coronet
 - 9.7.1. Company Overview
 - 9.7.2. Key Executives
 - 9.7.3. Company Snapshot
 - 9.7.4. Operating Business Segments
 - 9.7.5. Product Portfolio
 - 9.7.6. Business Performance
 - 9.7.7. Key Strategic Moves and Developments
- 9.8. Green Forest Unscented Bathroom
 - 9.8.1. Company Overview
 - 9.8.2. Key Executives
 - 9.8.3. Company Snapshot

- 9.8.4. Operating Business Segments
- 9.8.5. Product Portfolio
- 9.8.6. Business Performance
- 9.8.7. Key Strategic Moves and Developments
- 9.9. Georgia-Pacific LLC
 - 9.9.1. Company Overview
 - 9.9.2. Key Executives
 - 9.9.3. Company Snapshot
 - 9.9.4. Operating Business Segments
 - 9.9.5. Product Portfolio
 - 9.9.6. Business Performance
 - 9.9.7. Key Strategic Moves and Developments
- 9.10. Kirkland Signature
 - 9.10.1. Company Overview
 - 9.10.2. Key Executives
 - 9.10.3. Company Snapshot
 - 9.10.4. Operating Business Segments
 - 9.10.5. Product Portfolio
 - 9.10.6. Business Performance
 - 9.10.7. Key Strategic Moves and Developments

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