

# **Global Facial Tissue Paper Market Size study, by Type (Regular, Anti-viral, Recyclable Facial Tissue Papers), by Distribution (Wholesalers/Distributors, Hypermarkets/Supermarkets, Drug stores, Independent small stores, Online stores, Others) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Facial Tissue Paper Market is valued at approximately USD 4.00 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 2.9 % over the forecast period 2022-2028. Facial Tissue Paper is used to maintain a healthy hygiene in the rising air pollution levels. It is affordable, convenient and easy to carry for outdoors and travelling. . The expansion of industries such as food & beverages, hospitality & tourism and the growth of e-commerce industry has led to the adoption of Facial Tissue Paper across the forecast period. As E-commerce platforms provide high availability of diverse product ranges in the Facial Tissue Paper category. For Instance: According to Grant Thornton, e-commerce in India is expected to be worth US\$ 188 billion by 2025, With a turnover of \$50 billion in 2020, India became the eighth-largest market for e-commerce, trailing France and a position ahead of Canada. Also, with the increasing usage of eco-friendly facial tissue paper and high availability of diverse product ranges, the adoption & demand for Facial Tissue Paper is likely to increase the market growth during the forecast period. However, presence of a large number of participants in the fragmented market and logistics challenges impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the Global Facial Tissue Paper Market study include Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia-Pacific is the leading region across the world in terms of market share and is also anticipated to

exhibit highest growth rate over the forecast period 2022-2028. Owing to the increase in the number of diseases, such as allergies, colds, and coughs, increasing disposable income and the improving lifestyle of people.

Major market players included in this report are:

Georgia-Pacific LLC  
Kimberly-Clark Corporation  
Procter & Gamble  
Svenska Cellulosa Aktiebolaget SCA  
Asia Pulp & Paper  
Fujian Hengan Group Ltd  
Vinda International Holdings Limited  
Hengan International  
C&S Paper Co. Ltd  
Sofidel Group

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Regular  
Anti-viral  
Recyclable Facial Tissue Papers

By Distribution:

Wholesalers/Distributors, Hypermarkets/Supermarkets  
Drug stores  
Independent small stores  
Online stores  
Others

By Region:

North America  
U.S.  
Canada

Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Facial Tissue Paper Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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