

Global Facial Tissues Market Size Study, By Type (Regular, Infused), By Packaging (Box, Packet), By Ply Count (1-Ply, 2-Ply, 3-Ply & Multi-Ply), By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Pharmacies & Drug Stores, E-commerce, Others), and Regional Forecasts 2022-2032

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Abstracts

The Global Facial Tissues Market is valued at approximately USD 7.7 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 4.4% over the forecast period 2024-2032. Rising consumer awareness of hygiene and cleanliness, combined with the increasing adoption of convenient, disposable, and eco-friendly solutions, is significantly fueling the demand for facial tissues worldwide. The post-pandemic era has reinforced the importance of personal hygiene, making facial tissues an essential commodity in households, offices, healthcare facilities, and hospitality establishments.

The expansion of urban populations, rising disposable incomes, and changing consumer lifestyles have contributed to increased spending on premium and value-added facial tissue products. These include hypoallergenic, infused, and biodegradable tissues, catering to diverse consumer preferences. The growing hospitality, healthcare, and travel industries have also contributed significantly to the increased consumption of facial tissues. Frequent product innovation, sustainable material sourcing, and aesthetic packaging further enhance the market's appeal, attracting a broader consumer base.

Eco-conscious consumer behavior is shaping the facial tissues market, with sustainable, biodegradable, and FSC-certified products gaining traction. Leading manufacturers are integrating sustainability into their production processes by using

recycled paper pulp, bamboo-based tissues, and plastic-free packaging. In addition, e-commerce has emerged as a major sales channel, offering consumers a wider variety of choices, subscription-based purchases, and doorstep delivery. The increasing availability of facial tissues on online platforms has contributed to market growth by offering discounted pricing and convenience.

The Asia-Pacific region dominates the market, driven by rapid urbanization, rising disposable incomes, and growing awareness of hygiene in China, India, Japan, and South Korea. Meanwhile, North America and Europe continue to witness strong demand for premium facial tissues, sustainability-driven innovation, and increased penetration of online retail. The Middle East & Africa and Latin American markets are also expected to experience steady growth, fueled by expanding retail infrastructure and higher spending on hygiene products.

Major Market Players Included in This Report Are:

KCWW (Kimberly-Clark)

Procter & Gamble

Georgia-Pacific

Essity Aktiebolag

WEPA Hygieneprodukte GmbH

Irving Consumer Products Limited

Cottonsoft

Hearttex

Seventh Generation Inc.

Industrie Cartarie Tronchetti S.p.A.

Clearwater Paper Corporation

Kruger Products Inc.

Yuen Foong Yu Consumer Products

Sofidel Group

Vinda International Holdings Limited

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By Type:

Regular

Infused

By Packaging:

Box

Packet

By Ply Count:

1-Ply

2-Ply

3-Ply and Multi-Ply

By Distribution Channel:

Supermarkets & Hypermarkets

Convenience Stores

Pharmacies & Drug Stores

E-commerce

Others

By Region:

North America:

U.S.

Canada

Mexico

Europe:

UK

Germany

France

Italy

Spain

Rest of Europe

Asia Pacific:

China

India

Japan

South Korea

Australia & New Zealand

Rest of Asia Pacific

Latin America:

Brazil

Argentina

Rest of Latin America

Middle East & Africa:

Saudi Arabia

UAE

South Africa

Rest of Middle East & Africa

Years Considered for the Study Are as Follows:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

Key Takeaways:

Global Facial Tissues Market Size Study, By Type (Regular, Infused), By Packaging (Box, Packet), By Ply Count...

Market Estimates & Forecast for 10 years (2022-2032)

Annualized Revenue and Regional Level Analysis for Each Market Segment

Detailed Geographical Landscape Analysis with Country-Level Market Insights

Competitive Landscape, Market Share Analysis & Key Business Strategies

Demand-Supply Analysis & Future Market Outlook

Key Investment Opportunities & Emerging Trends in the Facial Tissues Industry

Regulatory Landscape & Impact on Market Growth

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