

# **Global Printed Tissue Paper Market size Study & Forecast, by Product (Toilet Paper, Kitchen Tissue, Facial Tissue, and Others) by Application (Household and Commercial), by Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, and Online), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Printed Tissue Paper Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. The printed tissue paper market encompasses the production, distribution, and sale of tissue paper products that feature various printed designs, patterns, or branding elements. These products are widely used for personal hygiene, household cleaning, and decorative purposes. The market is primarily driven by factors such as increasing consumer preference for aesthetically appealing and customized tissue paper products. Printed tissue papers offer a unique combination of functionality and visual appeal, making them popular among consumers across different demographics. Moreover, the growing awareness of hygiene practices, rising disposable income levels, and changing consumer lifestyles contribute to the demand for premium and specialized tissue paper products. Additionally, advancements in printing technologies and innovative packaging designs by key market players further propel market growth by offering a diverse range of attractive and value-added tissue paper products to consumers.

The utilization of printed tissue paper has observed a surge in recent years due to the increasing adoption of Western standards in developing regions like India and China. Additionally, consumers are drawn to printed tissue paper as a means to showcase their social status and convey a style statement.

Moreover, the thriving hospitality sector, which emphasizes attractive amenities, is poised to significantly boost market demand. The rising expenditure on personal hygiene products among consumers is also expected to fuel the demand for printed tissue papers, given their visually appealing nature compared to traditional options.

Companies in the industry are introducing specialized tissue papers such as high-end decorative, glazed, and designed variants for multi-purpose use. Technological advancements in manufacturing have enabled manufacturers to enhance product designs, patterns, and disposal methods, catering to evolving customer preferences. These innovative efforts by industry players are anticipated to capture consumer attention and drive market acceptance globally. Despite the shift towards eco-friendly materials, the tissue paper industry still faces challenges related to deforestation, waste management, and pollution, which can hinder market growth.

The key regions considered for the Global Printed Tissue Paper Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America exhibited a dominant share in the printed tissue paper market in 2022, primarily due to the substantial consumption of tissue paper and associated products in developed nations like the U.S., Canada, and Mexico. The region benefits from initiatives promoting healthy and hygienic living habits, which have contributed to increased market demand.

On the other hand, Asia Pacific is poised to emerge as the fastest-growing market, with a projected CAGR from 2022 to 2023. This growth trajectory is fueled by the presence of emerging companies such as No Issue Limited, paper mart, and Jukebox print in the region. Factors such as rising disposable income levels and the growing adoption of Western lifestyle trends in developing nations are expected to be key drivers propelling market growth in the coming years.

Major market players included in this report are:

Kimberly-Clark Corporation

Procter & Gamble Company

Essity AB

Cascades Inc.

Sofidel Group

WEPA Group

Georgia-Pacific LLC

Mets? Tissue

Asia Pulp & Paper (APP) Sinar Mas

Kruger Inc.

Global Printed Tissue Paper Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Application, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters to detailed information about the crucial aspects such as driving factors & challenges that will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Toilet Paper

Kitchen Tissue

Facial Tissue

Others

By Type:

Household

Commercial

By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

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

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