

Global Airlaid Paper Market Research Report 2026(Status and Outlook)

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Abstracts

Airlaid paper is a textile-like material categorized as a nonwoven fabric made from fluff pulp. Compared with normal wet-laid paper and tissue, air-laid paper is very bulky, porous and soft. It has good water absorption properties and is much stronger compared with normal tissue. Key players in the industry include Glatfelter, Duni AB and so on. Glatfelter is the largest supplier of airlaid paper globally with more than 30% share. The company is actively expanding their airlaid business through acquisition of airlaid business from Georgia-Pacific as well as building new plants. As economies in Asia and Latin America continue to grow, demand for hygiene products is expected to increase significantly. Rising awareness about personal health, hygiene, and increasing purchasing power provide opportunities for airlaid paper producers to expand. In regions like China and India, the shift from traditional fabric or tissue-based products to modern disposable alternatives is driving demand for airlaid products in baby care, adult incontinence, and medical applications. The airlaid paper market is set to experience robust growth due to increasing demand in various downstream industries.

The global Airlaid Paper market size was estimated at USD 1625.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.00% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Airlaid Paper market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the

industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Airlaid Paper market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Airlaid Paper market.

Global Airlaid Paper Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Glatfelter
McAirlaid?
Duni AB
EAM Corporation (Domtar)
Fitesa
Oji Kinocloth
Kinsei Seishi
M&J Airlaid Products (M?Inlycke)
Main S.p.A.

SharpCell
National Nonwovens
China Silk (Shanghai) New Material Technology
Qiaohong New Materials
Ningbo Qixing Nonwoven
Elite Paper

Market Segmentation (by Type)

Latex-bonded Airlaid Paper
Thermal-bonded Airlaid Paper
Multi-bonded Airlaid Paper

Market Segmentation (by Application)

Feminine Hygiene
Consumer Wipes
Adult Incontinence
Industrial Wipes
Tabletop and Napkins
Food Pads
Other

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value
In-depth analysis of the Airlaid Paper Market
Overview of the regional outlook of the Airlaid Paper Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Airlaid Paper Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential

of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Airlaid Paper, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and

restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Airlaid Paper

1.2 Key Market Segments

1.2.1 Airlaid Paper Segment by Type

1.2.2 Airlaid Paper Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 AIRLAID PAPER MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Airlaid Paper Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Airlaid Paper Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 AIRLAID PAPER MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Airlaid Paper Product Life Cycle

3.3 Global Airlaid Paper Sales by Manufacturers (2020-2025)

3.4 Global Airlaid Paper Revenue Market Share by Manufacturers (2020-2025)

3.5 Airlaid Paper Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Airlaid Paper Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Airlaid Paper Market Competitive Situation and Trends

3.8.1 Airlaid Paper Market Concentration Rate

3.8.2 Global 5 and 10 Largest Airlaid Paper Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 AIRLAID PAPER INDUSTRY CHAIN ANALYSIS

- 4.1 Airlaid Paper Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF AIRLAID PAPER MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Airlaid Paper Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Airlaid Paper Market
- 5.7 ESG Ratings of Leading Companies

6 AIRLAID PAPER MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Airlaid Paper Sales Market Share by Type (2020-2025)
- 6.3 Global Airlaid Paper Market Size by Type (2020-2025)
- 6.4 Global Airlaid Paper Price by Type (2020-2025)

7 AIRLAID PAPER MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Airlaid Paper Market Sales by Application (2020-2025)
- 7.3 Global Airlaid Paper Market Size (M USD) by Application (2020-2025)
- 7.4 Global Airlaid Paper Sales Growth Rate by Application (2020-2025)

8 AIRLAID PAPER MARKET SALES BY REGION

8.1 Global Airlaid Paper Sales by Region

8.1.1 Global Airlaid Paper Sales by Region

8.1.2 Global Airlaid Paper Sales Market Share by Region

8.2 Global Airlaid Paper Market Size by Region

8.2.1 Global Airlaid Paper Market Size by Region

8.2.2 Global Airlaid Paper Market Size by Region

8.3 North America

8.3.1 North America Airlaid Paper Sales by Country

8.3.2 North America Airlaid Paper Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Airlaid Paper Sales by Country

8.4.2 Europe Airlaid Paper Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Airlaid Paper Sales by Region

8.5.2 Asia Pacific Airlaid Paper Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Airlaid Paper Sales by Country

8.6.2 South America Airlaid Paper Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Airlaid Paper Sales by Region

8.7.2 Middle East and Africa Airlaid Paper Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 AIRLAID PAPER MARKET PRODUCTION BY REGION

9.1 Global Production of Airlaid Paper by Region(2020-2025)

9.2 Global Airlaid Paper Revenue Market Share by Region (2020-2025)

9.3 Global Airlaid Paper Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Airlaid Paper Production

9.4.1 North America Airlaid Paper Production Growth Rate (2020-2025)

9.4.2 North America Airlaid Paper Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Airlaid Paper Production

9.5.1 Europe Airlaid Paper Production Growth Rate (2020-2025)

9.5.2 Europe Airlaid Paper Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Airlaid Paper Production (2020-2025)

9.6.1 Japan Airlaid Paper Production Growth Rate (2020-2025)

9.6.2 Japan Airlaid Paper Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Airlaid Paper Production (2020-2025)

9.7.1 China Airlaid Paper Production Growth Rate (2020-2025)

9.7.2 China Airlaid Paper Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Glatfelter

10.1.1 Glatfelter Basic Information

10.1.2 Glatfelter Airlaid Paper Product Overview

10.1.3 Glatfelter Airlaid Paper Product Market Performance

10.1.4 Glatfelter Business Overview

10.1.5 Glatfelter SWOT Analysis

10.1.6 Glatfelter Recent Developments

10.2 McAiraid?s

10.2.1 McAiraid?s Basic Information

10.2.2 McAiraid?s Airlaid Paper Product Overview

10.2.3 McAiraid?s Airlaid Paper Product Market Performance

- 10.2.4 McAirLaid's Business Overview
- 10.2.5 McAirLaid's SWOT Analysis
- 10.2.6 McAirLaid's Recent Developments
- 10.3 Duni AB
 - 10.3.1 Duni AB Basic Information
 - 10.3.2 Duni AB AirLaid Paper Product Overview
 - 10.3.3 Duni AB AirLaid Paper Product Market Performance
 - 10.3.4 Duni AB Business Overview
 - 10.3.5 Duni AB SWOT Analysis
 - 10.3.6 Duni AB Recent Developments
- 10.4 EAM Corporation (Domtar)
 - 10.4.1 EAM Corporation (Domtar) Basic Information
 - 10.4.2 EAM Corporation (Domtar) AirLaid Paper Product Overview
 - 10.4.3 EAM Corporation (Domtar) AirLaid Paper Product Market Performance
 - 10.4.4 EAM Corporation (Domtar) Business Overview
 - 10.4.5 EAM Corporation (Domtar) Recent Developments
- 10.5 Fitesa
 - 10.5.1 Fitesa Basic Information
 - 10.5.2 Fitesa AirLaid Paper Product Overview
 - 10.5.3 Fitesa AirLaid Paper Product Market Performance
 - 10.5.4 Fitesa Business Overview
 - 10.5.5 Fitesa Recent Developments
- 10.6 Oji Kinocloth
 - 10.6.1 Oji Kinocloth Basic Information
 - 10.6.2 Oji Kinocloth AirLaid Paper Product Overview
 - 10.6.3 Oji Kinocloth AirLaid Paper Product Market Performance
 - 10.6.4 Oji Kinocloth Business Overview
 - 10.6.5 Oji Kinocloth Recent Developments
- 10.7 Kinsei Seishi
 - 10.7.1 Kinsei Seishi Basic Information
 - 10.7.2 Kinsei Seishi AirLaid Paper Product Overview
 - 10.7.3 Kinsei Seishi AirLaid Paper Product Market Performance
 - 10.7.4 Kinsei Seishi Business Overview
 - 10.7.5 Kinsei Seishi Recent Developments
- 10.8 MandJ AirLaid Products (M?Inlycke)
 - 10.8.1 MandJ AirLaid Products (M?Inlycke) Basic Information
 - 10.8.2 MandJ AirLaid Products (M?Inlycke) AirLaid Paper Product Overview
 - 10.8.3 MandJ AirLaid Products (M?Inlycke) AirLaid Paper Product Market Performance
 - 10.8.4 MandJ AirLaid Products (M?Inlycke) Business Overview

- 10.8.5 MandJ Airlaid Products (M?Inlycke) Recent Developments
- 10.9 Main S.p.A.
 - 10.9.1 Main S.p.A. Basic Information
 - 10.9.2 Main S.p.A. Airlaid Paper Product Overview
 - 10.9.3 Main S.p.A. Airlaid Paper Product Market Performance
 - 10.9.4 Main S.p.A. Business Overview
 - 10.9.5 Main S.p.A. Recent Developments
- 10.10 SharpCell
 - 10.10.1 SharpCell Basic Information
 - 10.10.2 SharpCell Airlaid Paper Product Overview
 - 10.10.3 SharpCell Airlaid Paper Product Market Performance
 - 10.10.4 SharpCell Business Overview
 - 10.10.5 SharpCell Recent Developments
- 10.11 National Nonwovens
 - 10.11.1 National Nonwovens Basic Information
 - 10.11.2 National Nonwovens Airlaid Paper Product Overview
 - 10.11.3 National Nonwovens Airlaid Paper Product Market Performance
 - 10.11.4 National Nonwovens Business Overview
 - 10.11.5 National Nonwovens Recent Developments
- 10.12 China Silk (Shanghai) New Material Technology
 - 10.12.1 China Silk (Shanghai) New Material Technology Basic Information
 - 10.12.2 China Silk (Shanghai) New Material Technology Airlaid Paper Product Overview
 - 10.12.3 China Silk (Shanghai) New Material Technology Airlaid Paper Product Market Performance
 - 10.12.4 China Silk (Shanghai) New Material Technology Business Overview
 - 10.12.5 China Silk (Shanghai) New Material Technology Recent Developments
- 10.13 Qiaohong New Materials
 - 10.13.1 Qiaohong New Materials Basic Information
 - 10.13.2 Qiaohong New Materials Airlaid Paper Product Overview
 - 10.13.3 Qiaohong New Materials Airlaid Paper Product Market Performance
 - 10.13.4 Qiaohong New Materials Business Overview
 - 10.13.5 Qiaohong New Materials Recent Developments
- 10.14 Ningbo Qixing Nonwoven
 - 10.14.1 Ningbo Qixing Nonwoven Basic Information
 - 10.14.2 Ningbo Qixing Nonwoven Airlaid Paper Product Overview
 - 10.14.3 Ningbo Qixing Nonwoven Airlaid Paper Product Market Performance
 - 10.14.4 Ningbo Qixing Nonwoven Business Overview
 - 10.14.5 Ningbo Qixing Nonwoven Recent Developments

10.15 Elite Paper

10.15.1 Elite Paper Basic Information

10.15.2 Elite Paper Airlaid Paper Product Overview

10.15.3 Elite Paper Airlaid Paper Product Market Performance

10.15.4 Elite Paper Business Overview

10.15.5 Elite Paper Recent Developments

11 AIRLAID PAPER MARKET FORECAST BY REGION

11.1 Global Airlaid Paper Market Size Forecast

11.2 Global Airlaid Paper Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Airlaid Paper Market Size Forecast by Country

11.2.3 Asia Pacific Airlaid Paper Market Size Forecast by Region

11.2.4 South America Airlaid Paper Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Airlaid Paper by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Airlaid Paper Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Airlaid Paper by Type (2026-2035)

12.1.2 Global Airlaid Paper Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Airlaid Paper by Type (2026-2035)

12.2 Global Airlaid Paper Market Forecast by Application (2026-2035)

12.2.1 Global Airlaid Paper Sales (K Units) Forecast by Application

12.2.2 Global Airlaid Paper Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global Airlaid Paper Market Size by Type (M USD)
Table 4. Global Airlaid Paper Market Size by Application
Table 5. Airlaid Paper Market Size Comparison by Region (M USD)
Table 6. Global Airlaid Paper Sales (K Units) by Manufacturers (2020-2025)
Table 7. Global Airlaid Paper Sales Market Share by Manufacturers (2020-2025)
Table 8. Global Airlaid Paper Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global Airlaid Paper Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Airlaid Paper as of 2025)
Table 11. Global Market Airlaid Paper Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 12. Manufacturers? Manufacturing Sites, Areas Served
Table 13. Manufacturers? Product Type
Table 14. Global Airlaid Paper Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 15. Mergers & Acquisitions, Expansion Plans
Table 16. Market Overview of Key Raw Materials
Table 17. Midstream Market Analysis
Table 18. Downstream Customer Analysis
Table 19. Key Development Trends
Table 20. Driving Factors
Table 21. Airlaid Paper Market Challenges
Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 26. Global Airlaid Paper Sales by Type (K Units)
Table 27. Global Airlaid Paper Market Size by Type (M USD)
Table 28. Global Airlaid Paper Sales (K Units) by Type (2020-2025)
Table 29. Global Airlaid Paper Sales Market Share by Type (2020-2025)
Table 30. Global Airlaid Paper Market Size (M USD) by Type (2020-2025)
Table 31. Global Airlaid Paper Market Share by Type (2020-2025)

Table 32. Global Airlaid Paper Price (USD/Unit) by Type (2020-2025)
Table 33. Global Airlaid Paper Sales (K Units) by Application
Table 34. Global Airlaid Paper Market Size by Application
Table 35. Global Airlaid Paper Sales by Application (2020-2025) & (K Units)
Table 36. Global Airlaid Paper Sales Market Share by Application (2020-2025)
Table 37. Global Airlaid Paper Market Size by Application (2020-2025) & (M USD)
Table 38. Global Airlaid Paper Market Share by Application (2020-2025)
Table 39. Global Airlaid Paper Sales Growth Rate by Application (2020-2025)
Table 40. Global Airlaid Paper Sales by Region (2020-2025) & (K Units)
Table 41. Global Airlaid Paper Sales Market Share by Region (2020-2025)
Table 42. Global Airlaid Paper Market Size by Region (2020-2025) & (M USD)
Table 43. Global Airlaid Paper Market Size by Region (2020-2025)
Table 44. North America Airlaid Paper Sales by Country (2020-2025) & (K Units)
Table 45. North America Airlaid Paper Market Size by Country (2020-2025) & (M USD)
Table 46. Europe Airlaid Paper Sales by Country (2020-2025) & (K Units)
Table 47. Europe Airlaid Paper Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific Airlaid Paper Sales by Region (2020-2025) & (K Units)
Table 49. Asia Pacific Airlaid Paper Market Size by Region (2020-2025) & (M USD)
Table 50. South America Airlaid Paper Sales by Country (2020-2025) & (K Units)
Table 51. South America Airlaid Paper Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Airlaid Paper Sales by Region (2020-2025) & (K Units)
Table 53. Middle East and Africa Airlaid Paper Market Size by Region (2020-2025) & (M USD)
Table 54. Global Airlaid Paper Production (K Units) by Region(2020-2025)
Table 55. Global Airlaid Paper Revenue (US\$ Million) by Region (2020-2025)
Table 56. Global Airlaid Paper Revenue Market Share by Region (2020-2025)
Table 57. Global Airlaid Paper Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. North America Airlaid Paper Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Europe Airlaid Paper Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. Japan Airlaid Paper Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. China Airlaid Paper Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 62. Glatfelter Basic Information
Table 63. Glatfelter Airlaid Paper Product Overview
Table 64. Glatfelter Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit)

and Gross Margin (2020-2025)

Table 65. Glatfelter Business Overview

Table 66. Glatfelter SWOT Analysis

Table 67. Glatfelter Recent Developments

Table 68. McAiraid's Basic Information

Table 69. McAiraid's Airlaid Paper Product Overview

Table 70. McAiraid's Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. McAiraid's Business Overview

Table 72. McAiraid's SWOT Analysis

Table 73. McAiraid's Recent Developments

Table 74. Duni AB Basic Information

Table 75. Duni AB Airlaid Paper Product Overview

Table 76. Duni AB Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. Duni AB Business Overview

Table 78. Duni AB SWOT Analysis

Table 79. Duni AB Recent Developments

Table 80. EAM Corporation (Domtar) Basic Information

Table 81. EAM Corporation (Domtar) Airlaid Paper Product Overview

Table 82. EAM Corporation (Domtar) Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. EAM Corporation (Domtar) Business Overview

Table 84. EAM Corporation (Domtar) Recent Developments

Table 85. Fitesa Basic Information

Table 86. Fitesa Airlaid Paper Product Overview

Table 87. Fitesa Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. Fitesa Business Overview

Table 89. Fitesa Recent Developments

Table 90. Oji Kinocloth Basic Information

Table 91. Oji Kinocloth Airlaid Paper Product Overview

Table 92. Oji Kinocloth Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 93. Oji Kinocloth Business Overview

Table 94. Oji Kinocloth Recent Developments

Table 95. Kinsei Seishi Basic Information

Table 96. Kinsei Seishi Airlaid Paper Product Overview

Table 97. Kinsei Seishi Airlaid Paper Sales (K Units), Revenue (M USD), Price

(USD/Unit) and Gross Margin (2020-2025)

Table 98. Kinsei Seishi Business Overview

Table 99. Kinsei Seishi Recent Developments

Table 100. MandJ Airlaid Products (M?Inlycke) Basic Information

Table 101. MandJ Airlaid Products (M?Inlycke) Airlaid Paper Product Overview

Table 102. MandJ Airlaid Products (M?Inlycke) Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. MandJ Airlaid Products (M?Inlycke) Business Overview

Table 104. MandJ Airlaid Products (M?Inlycke) Recent Developments

Table 105. Main S.p.A. Basic Information

Table 106. Main S.p.A. Airlaid Paper Product Overview

Table 107. Main S.p.A. Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Main S.p.A. Business Overview

Table 109. Main S.p.A. Recent Developments

Table 110. SharpCell Basic Information

Table 111. SharpCell Airlaid Paper Product Overview

Table 112. SharpCell Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. SharpCell Business Overview

Table 114. SharpCell Recent Developments

Table 115. National Nonwovens Basic Information

Table 116. National Nonwovens Airlaid Paper Product Overview

Table 117. National Nonwovens Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 118. National Nonwovens Business Overview

Table 119. National Nonwovens Recent Developments

Table 120. China Silk (Shanghai) New Material Technology Basic Information

Table 121. China Silk (Shanghai) New Material Technology Airlaid Paper Product Overview

Table 122. China Silk (Shanghai) New Material Technology Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 123. China Silk (Shanghai) New Material Technology Business Overview

Table 124. China Silk (Shanghai) New Material Technology Recent Developments

Table 125. Qiaohong New Materials Basic Information

Table 126. Qiaohong New Materials Airlaid Paper Product Overview

Table 127. Qiaohong New Materials Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 128. Qiaohong New Materials Business Overview

Table 129. Qiaohong New Materials Recent Developments
Table 130. Ningbo Qixing Nonwoven Basic Information
Table 131. Ningbo Qixing Nonwoven Airlaid Paper Product Overview
Table 132. Ningbo Qixing Nonwoven Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 133. Ningbo Qixing Nonwoven Business Overview
Table 134. Ningbo Qixing Nonwoven Recent Developments
Table 135. Elite Paper Basic Information
Table 136. Elite Paper Airlaid Paper Product Overview
Table 137. Elite Paper Airlaid Paper Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 138. Elite Paper Business Overview
Table 139. Elite Paper Recent Developments
Table 140. Global Airlaid Paper Sales Forecast by Region (2026-2035) & (K Units)
Table 141. Global Airlaid Paper Market Size Forecast by Region (2026-2035) & (M USD)
Table 142. North America Airlaid Paper Sales Forecast by Country (2026-2035) & (K Units)
Table 143. North America Airlaid Paper Market Size Forecast by Country (2026-2035) & (M USD)
Table 144. Europe Airlaid Paper Sales Forecast by Country (2026-2035) & (K Units)
Table 145. Europe Airlaid Paper Market Size Forecast by Country (2026-2035) & (M USD)
Table 146. Asia Pacific Airlaid Paper Sales Forecast by Region (2026-2035) & (K Units)
Table 147. Asia Pacific Airlaid Paper Market Size Forecast by Region (2026-2035) & (M USD)
Table 148. South America Airlaid Paper Sales Forecast by Country (2026-2035) & (K Units)
Table 149. South America Airlaid Paper Market Size Forecast by Country (2026-2035) & (M USD)
Table 150. Middle East and Africa Airlaid Paper Sales Forecast by Country (2026-2035) & (Units)
Table 151. Middle East and Africa Airlaid Paper Market Size Forecast by Country (2026-2035) & (M USD)
Table 152. Global Airlaid Paper Sales Forecast by Type (2026-2035) & (K Units)
Table 153. Global Airlaid Paper Market Size Forecast by Type (2026-2035) & (M USD)
Table 154. Global Airlaid Paper Price Forecast by Type (2026-2035) & (USD/Unit)
Table 155. Global Airlaid Paper Sales (K Units) Forecast by Application (2026-2035)
Table 156. Global Airlaid Paper Market Size Forecast by Application (2026-2035) & (M USD)

USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Airlaid Paper
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Airlaid Paper Market Size (M USD), 2025-2035
- Figure 5. Global Airlaid Paper Market Size (M USD) (2020-2035)
- Figure 6. Global Airlaid Paper Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Airlaid Paper Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Airlaid Paper Product Life Cycle
- Figure 13. Airlaid Paper Sales Share by Manufacturers in 2025
- Figure 14. Global Airlaid Paper Revenue Share by Manufacturers in 2025
- Figure 15. Airlaid Paper Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Airlaid Paper Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Airlaid Paper Revenue in 2025
- Figure 18. Industry Chain Map of Airlaid Paper
- Figure 19. Global Airlaid Paper Market PEST Analysis
- Figure 20. Global Airlaid Paper Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Airlaid Paper Market Share by Type
- Figure 27. Sales Market Share of Airlaid Paper by Type (2020-2025)
- Figure 28. Sales Market Share of Airlaid Paper by Type in 2025
- Figure 29. Market Share of Airlaid Paper by Type (2020-2025)
- Figure 30. Market Share of Airlaid Paper by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Airlaid Paper Market Share by Application

- Figure 33. Global Airlaid Paper Sales Market Share by Application (2020-2025)
- Figure 34. Global Airlaid Paper Sales Market Share by Application in 2025
- Figure 35. Global Airlaid Paper Market Share by Application (2020-2025)
- Figure 36. Global Airlaid Paper Market Share by Application in 2025
- Figure 37. Global Airlaid Paper Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Airlaid Paper Sales Market Share by Region (2020-2025)
- Figure 39. Global Airlaid Paper Market Size by Region (2020-2025)
- Figure 40. North America Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Airlaid Paper Sales Market Share by Country in 2024
- Figure 43. North America Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Airlaid Paper Market Size by Country in 2024
- Figure 45. U.S. Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Airlaid Paper Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Airlaid Paper Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Airlaid Paper Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Airlaid Paper Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Airlaid Paper Sales Market Share by Country in 2024
- Figure 53. Europe Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Airlaid Paper Market Size by Country in 2024
- Figure 55. Germany Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Airlaid Paper Sales and Growth Rate (K Units)
- Figure 66. Asia Pacific Airlaid Paper Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Airlaid Paper Market Size by Region in 2024
- Figure 68. China Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 69. China Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 70. Japan Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 71. Japan Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 73. South Korea Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 75. India Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 77. Southeast Asia Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Airlaid Paper Sales and Growth Rate (K Units)
- Figure 79. South America Airlaid Paper Sales Market Share by Country in 2024
- Figure 80. South America Airlaid Paper Market Size and Growth Rate (M USD)
- Figure 81. South America Airlaid Paper Market Size by Country in 2024
- Figure 82. Brazil Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 83. Brazil Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 85. Argentina Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 87. Columbia Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Airlaid Paper Sales and Growth Rate (K Units)
- Figure 89. Middle East and Africa Airlaid Paper Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Airlaid Paper Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Airlaid Paper Market Size by Region in 2024
- Figure 92. Saudi Arabia Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 93. Saudi Arabia Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 95. UAE Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 97. Egypt Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 99. Nigeria Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Airlaid Paper Sales and Growth Rate (2020-2025) & (K Units)
- Figure 101. South Africa Airlaid Paper Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 102. Global Airlaid Paper Production Market Share by Region (2020-2025)

- Figure 103. North America Airlaid Paper Production (K Units) Growth Rate (2020-2025)
- Figure 104. Europe Airlaid Paper Production (K Units) Growth Rate (2020-2025)
- Figure 105. Japan Airlaid Paper Production (K Units) Growth Rate (2020-2025)
- Figure 106. China Airlaid Paper Production (K Units) Growth Rate (2020-2025)
- Figure 107. Global Airlaid Paper Sales Forecast by Volume (2020-2035) & (K Units)
- Figure 108. Global Airlaid Paper Market Size Forecast by Value (2020-2035) & (M USD)
- Figure 109. Global Airlaid Paper Sales Market Share Forecast by Type (2026-2035)
- Figure 110. Global Airlaid Paper Market Share Forecast by Type (2026-2035)
- Figure 111. Global Airlaid Paper Sales Forecast by Application (2026-2035)
- Figure 112. Global Airlaid Paper Market Share Forecast by Application (2026-2035)

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