

Global Tissue Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Tissue products are essential everyday items used for personal hygiene, cleaning, and other purposes. The tissue market encompasses a wide range of products such as facial tissues, toilet paper, paper towels, and napkins. These products are typically made from paper pulp and are disposable in nature. The tissue market is characterized by its widespread use across households, commercial establishments, and public facilities, making it a staple consumer product.

The global tissue market size in 2023 was approximately \$94.6 billion. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 4.8% from 2024 to 2032. This growth can be attributed to several key factors driving the market forward. Firstly, increasing awareness of hygiene and sanitation practices, particularly in developing regions, is boosting the demand for tissue products. Additionally, the growing trend of premiumization, where consumers are willing to pay more for high-quality and innovative tissue products, is fueling market growth.

One prominent trend in the tissue market is the shift towards sustainable and eco-friendly products. With rising environmental concerns, consumers are increasingly opting for tissue products made from recycled materials or sustainable sources. This trend has led to the development of eco-friendly tissue products by major manufacturers, catering to the growing demand for environmentally conscious choices.

Another significant trend is the rise of e-commerce in the tissue market. Online platforms have become popular channels for purchasing tissue products, offering convenience and a wide range of options to consumers. This trend has been further

accelerated by the COVID-19 pandemic, which has increased the preference for online shopping and contactless delivery of essential goods, including tissue products.

In terms of regional market distribution, North America and Europe are leading markets for tissue products, driven by high consumer awareness, disposable income levels, and established hygiene practices. In contrast, Asia-Pacific is a rapidly growing market due to increasing urbanization, changing lifestyles, and a growing population. The region presents significant opportunities for market expansion, particularly in countries like China and India.

Despite the positive outlook, the tissue market faces challenges such as fluctuating raw material prices, intense competition among manufacturers, and regulatory pressures related to sustainability and waste management. Companies in the tissue market need to focus on innovation, sustainability, and efficient supply chain management to stay competitive and meet evolving consumer preferences.

In conclusion, the tissue market is poised for steady growth driven by factors like hygiene awareness, premiumization trends, sustainability concerns, and the rise of e-commerce. Manufacturers and stakeholders in the market should adapt to these trends, capitalize on growth opportunities in emerging markets, and address challenges proactively to maintain a strong position in the competitive landscape.

This report provides a deep insight into the global Tissue market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Tissue Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are

planning to foray into the Tissue market in any manner.

Global Tissue Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Asia Pulp & Paper (APP)

Georgia-Pacific

KCWW

Procter & Gamble

Essity

Unicharm Corporation

Kimberly-Clark

Nice-Pak Products

Cascades

SCA

Lenzing

Market Segmentation (by Type)

Common-Type Tissue

Sanitary-Type Tissue

Market Segmentation (by Application)

Kitchen

Toilet

Children Use

Make-Up Use

Others

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 Tissue Market

Overview of the regional outlook of the Tissue Market:

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 (USD Billion) 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

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 Tissue 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Tissue

1.2 Key Market Segments

1.2.1 Tissue Segment by Type

1.2.2 Tissue 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 TISSUE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Tissue Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Tissue Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 TISSUE MARKET COMPETITIVE LANDSCAPE

3.1 Global Tissue Sales by Manufacturers (2019-2024)

3.2 Global Tissue Revenue Market Share by Manufacturers (2019-2024)

3.3 Tissue Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Tissue Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Tissue Sales Sites, Area Served, Product Type

3.6 Tissue Market Competitive Situation and Trends

3.6.1 Tissue Market Concentration Rate

3.6.2 Global 5 and 10 Largest Tissue Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 TISSUE INDUSTRY CHAIN ANALYSIS

4.1 Tissue 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 TISSUE MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 TISSUE MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Tissue Sales Market Share by Type (2019-2024)

6.3 Global Tissue Market Size Market Share by Type (2019-2024)

6.4 Global Tissue Price by Type (2019-2024)

7 TISSUE MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Tissue Market Sales by Application (2019-2024)

7.3 Global Tissue Market Size (M USD) by Application (2019-2024)

7.4 Global Tissue Sales Growth Rate by Application (2019-2024)

8 TISSUE MARKET SALES BY REGION

8.1 Global Tissue Sales by Region

8.1.1 Global Tissue Sales by Region

8.1.2 Global Tissue Sales Market Share by Region

8.2 Global Tissue Market Size by Region

8.2.1 Global Tissue Market Size by Region

8.2.2 Global Tissue Market Size Market Share by Region

8.3 North America

8.3.1 North America Tissue Sales by Country

8.3.2 North America Tissue 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 Tissue Sales by Country

8.4.2 Europe Tissue 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 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Tissue Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Tissue Market Size by Region

8.6.2 Asia Pacific Tissue Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Tissue Sales by Country

8.7.2 South America Tissue Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Tissue Sales by Region

8.8.2 Middle East and Africa Tissue Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 TISSUE MARKET PRODUCTION BY REGION

- 9.1 Global Production of Tissue by Region (2019-2024)
- 9.2 Global Tissue Revenue Market Share by Region (2019-2024)
- 9.3 Global Tissue Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Tissue Production
 - 9.4.1 North America Tissue Production Growth Rate (2019-2024)
 - 9.4.2 North America Tissue Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Tissue Production
 - 9.5.1 Europe Tissue Production Growth Rate (2019-2024)
 - 9.5.2 Europe Tissue Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Tissue Production (2019-2024)
 - 9.6.1 Japan Tissue Production Growth Rate (2019-2024)
 - 9.6.2 Japan Tissue Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Tissue Production (2019-2024)
 - 9.7.1 China Tissue Production Growth Rate (2019-2024)
 - 9.7.2 China Tissue Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Asia Pulp and Paper (APP)
 - 10.1.1 Asia Pulp and Paper (APP) Tissue Basic Information
 - 10.1.2 Asia Pulp and Paper (APP) Tissue Product Overview
 - 10.1.3 Asia Pulp and Paper (APP) Tissue Product Market Performance
 - 10.1.4 Asia Pulp and Paper (APP) Business Overview
 - 10.1.5 Asia Pulp and Paper (APP) Tissue SWOT Analysis
 - 10.1.6 Asia Pulp and Paper (APP) Recent Developments
- 10.2 Georgia-Pacific
 - 10.2.1 Georgia-Pacific Tissue Basic Information
 - 10.2.2 Georgia-Pacific Tissue Product Overview
 - 10.2.3 Georgia-Pacific Tissue Product Market Performance
 - 10.2.4 Georgia-Pacific Business Overview
 - 10.2.5 Georgia-Pacific Tissue SWOT Analysis

- 10.2.6 Georgia-Pacific Recent Developments
- 10.3 KCWW
 - 10.3.1 KCWW Tissue Basic Information
 - 10.3.2 KCWW Tissue Product Overview
 - 10.3.3 KCWW Tissue Product Market Performance
 - 10.3.4 KCWW Tissue SWOT Analysis
 - 10.3.5 KCWW Business Overview
 - 10.3.6 KCWW Recent Developments
- 10.4 Procter and Gamble
 - 10.4.1 Procter and Gamble Tissue Basic Information
 - 10.4.2 Procter and Gamble Tissue Product Overview
 - 10.4.3 Procter and Gamble Tissue Product Market Performance
 - 10.4.4 Procter and Gamble Business Overview
 - 10.4.5 Procter and Gamble Recent Developments
- 10.5 Essity
 - 10.5.1 Essity Tissue Basic Information
 - 10.5.2 Essity Tissue Product Overview
 - 10.5.3 Essity Tissue Product Market Performance
 - 10.5.4 Essity Business Overview
 - 10.5.5 Essity Recent Developments
- 10.6 Unicharm Corporation
 - 10.6.1 Unicharm Corporation Tissue Basic Information
 - 10.6.2 Unicharm Corporation Tissue Product Overview
 - 10.6.3 Unicharm Corporation Tissue Product Market Performance
 - 10.6.4 Unicharm Corporation Business Overview
 - 10.6.5 Unicharm Corporation Recent Developments
- 10.7 Kimberly-Clark
 - 10.7.1 Kimberly-Clark Tissue Basic Information
 - 10.7.2 Kimberly-Clark Tissue Product Overview
 - 10.7.3 Kimberly-Clark Tissue Product Market Performance
 - 10.7.4 Kimberly-Clark Business Overview
 - 10.7.5 Kimberly-Clark Recent Developments
- 10.8 Nice-Pak Products
 - 10.8.1 Nice-Pak Products Tissue Basic Information
 - 10.8.2 Nice-Pak Products Tissue Product Overview
 - 10.8.3 Nice-Pak Products Tissue Product Market Performance
 - 10.8.4 Nice-Pak Products Business Overview
 - 10.8.5 Nice-Pak Products Recent Developments
- 10.9 Cascades

- 10.9.1 Cascades Tissue Basic Information
- 10.9.2 Cascades Tissue Product Overview
- 10.9.3 Cascades Tissue Product Market Performance
- 10.9.4 Cascades Business Overview
- 10.9.5 Cascades Recent Developments
- 10.10 SCA
 - 10.10.1 SCA Tissue Basic Information
 - 10.10.2 SCA Tissue Product Overview
 - 10.10.3 SCA Tissue Product Market Performance
 - 10.10.4 SCA Business Overview
 - 10.10.5 SCA Recent Developments
- 10.11 Lenzing
 - 10.11.1 Lenzing Tissue Basic Information
 - 10.11.2 Lenzing Tissue Product Overview
 - 10.11.3 Lenzing Tissue Product Market Performance
 - 10.11.4 Lenzing Business Overview
 - 10.11.5 Lenzing Recent Developments

11 TISSUE MARKET FORECAST BY REGION

- 11.1 Global Tissue Market Size Forecast
- 11.2 Global Tissue Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Tissue Market Size Forecast by Country
 - 11.2.3 Asia Pacific Tissue Market Size Forecast by Region
 - 11.2.4 South America Tissue Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Tissue by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Tissue Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Tissue by Type (2025-2032)
 - 12.1.2 Global Tissue Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Tissue by Type (2025-2032)
- 12.2 Global Tissue Market Forecast by Application (2025-2032)
 - 12.2.1 Global Tissue Sales (K Units) Forecast by Application
 - 12.2.2 Global Tissue Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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