

Global Facial Tissue Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Facial Tissue market size will reach 12,561 Million USD in 2025 and is projected to reach 15,522 Million USD by 2032, with a CAGR of 3.07% (2025-2032). Notably, the China Facial Tissue market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Facial tissue, commonly known as tissue paper or facial tissue paper, is a soft and disposable paper product primarily used for personal hygiene, particularly for cleaning the face. It is made from thin layers of paper pulp and is designed to be gentle on the skin. Facial tissues come in individual sheets or in a box as a stack of interfolded sheets, making them convenient for single-use applications. They are commonly used for wiping the nose, blotting the face, removing makeup, or for general cleaning purposes. Facial tissues are often available in various sizes, thicknesses, and with added features like lotion or aloe vera for extra comfort and skin care benefits.

The major global manufacturers of Facial Tissue include Kimberly-Clark, Procter & Gamble, Essity, Asia Pulp & Paper (APP), Hengan, Vinda, C&S PAPER, Sofidel, Georgia-Pacific, WEPA, Metsa Tissue, CMPC Tissue, Cascades, KP Tissue, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market

presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Facial Tissue. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Facial Tissue market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Facial Tissue market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Facial Tissue industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Facial Tissue Include:

Kimberly-Clark

Procter & Gamble

Essity

Asia Pulp & Paper (APP)

Hengan

Vinda

C&S PAPER

Sofidel

Georgia-Pacific

WEPA

Metsa Tissue

CMPC Tissue

Cascades

KP Tissue

Facial Tissue Product Segment Include:

Regular Facial Tissue

Lotion Facial Tissue

Facial Tissue Product Application Include:

Home

Commercial

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