

Global Paper Towels Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Paper Towels market size will reach 17,809 Million USD in 2025 and is projected to reach 25,311 Million USD by 2032, with a CAGR of 5.15% (2025-2032). Notably, the China Paper Towels 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

Paper towels are disposable and absorbent paper products used primarily for cleaning, wiping, and drying purposes. They are made from a blend of pulp and recycled paper, and the manufacturing process may include processes like creping to increase their absorbency and softness. Paper towels are typically available in roll or sheet form and come in various sizes, thicknesses, and types, including standard, perforated, and select-a-size options. They are commonly used in households, commercial settings, and public spaces to clean spills, surfaces, and hands, providing a convenient and hygienic solution for moisture absorption. Paper towels are preferred for their ease of use, disposability, and effectiveness in maintaining cleanliness and hygiene.

The major global manufacturers of Paper Towels include Kimberly-Clark, Procter & Gamble, SCA, APP, Hengan, Vinda, Asaleo Care, Sofidel, Georgia-Pacific, WEPA, Metsa Tissue, CMPC Tissue, KP Tissue, Cascades, 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 Paper Towels. 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 Paper Towels 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 Paper Towels 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 Paper Towels 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 Paper Towels Include:

Kimberly-Clark

Procter & Gamble

SCA

APP

Hengan

Vinda

Asaleo Care

Sofidel

Georgia-Pacific

WEPA

Metsa Tissue

CMPC Tissue

KP Tissue

Cascades

Paper Towels Product Segment Include:

Rolled Paper Towels

Boxed Paper Towels

Paper Towels Product Application Include:

Residential

Commercial

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market

Overview, Market Situation and Trends

Chapter 2: Global Paper Towels Industry PESTEL Analysis

Chapter 3: Global Paper Towels Industry Porter's Five Forces Analysis

Chapter 4: Global Paper Towels Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Paper Towels Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Paper Towels Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Paper Towels Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Paper Towels Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Paper Towels Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Paper Towels Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Paper Towels Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Paper Towels Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 PAPER TOWELS MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Paper Towels Product by Type
 - 1.2.1 Rolled Paper Towels
 - 1.2.2 Boxed Paper Towels
- 1.3 Paper Towels Product by Application
 - 1.3.1 Residential
 - 1.3.2 Commercial
- 1.4 Global Paper Towels Market Revenue and Sales Analysis
 - 1.4.1 Global Paper Towels Market Size Analysis (2020-2032)
 - 1.4.2 Global Paper Towels Market Sales Analysis (2020-2032)
 - 1.4.3 Global Paper Towels Market Sales Price Trend Analysis (2020-2032)
- 1.5 Paper Towels Industry Trends and Innovation
 - 1.5.1 Paper Towels Industry Trends and Innovation
 - 1.5.2 Paper Towels Market Drivers and Challenges

2 PAPER TOWELS MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 PAPER TOWELS MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL PAPER TOWELS MARKET ANALYSIS BY REGIONS

- 4.1 Global Paper Towels Overall Market: 2024 VS 2025 VS 2032

- 4.2 Global Paper Towels Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Paper Towels Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Paper Towels Revenue Forecast by Region (2026-2032)
- 4.3 Global Paper Towels Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Paper Towels Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Paper Towels Sales Forecast by Region (2026-2032)
- 4.4 Global Paper Towels Sales Price Trend Analysis (2020-2032)

5 GLOBAL PAPER TOWELS MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Paper Towels Market Size by Type
 - 5.1.1 Global Paper Towels Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Paper Towels Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Paper Towels Market Size by Application
 - 5.2.1 Global Paper Towels Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Paper Towels Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Paper Towels Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Paper Towels Market Size by Type
 - 6.3.1 North America Paper Towels Sales by Type (2020-2032)
 - 6.3.2 North America Paper Towels Revenue by Type (2020-2032)
- 6.4 North America Paper Towels Market Size by Application
 - 6.4.1 North America Paper Towels Sales by Application (2020-2032)
 - 6.4.2 North America Paper Towels Revenue by Application (2020-2032)
- 6.5 North America Paper Towels Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Paper Towels Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Paper Towels Market Size by Type
 - 7.3.1 Europe Paper Towels Sales by Type (2020-2032)
 - 7.3.2 Europe Paper Towels Revenue by Type (2020-2032)
- 7.4 Europe Paper Towels Market Size by Application

- 7.4.1 Europe Paper Towels Sales by Application (2020-2032)
- 7.4.2 Europe Paper Towels Revenue by Application (2020-2032)
- 7.5 Europe Paper Towels Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China Paper Towels Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Paper Towels Market Size by Type
 - 8.3.1 China Paper Towels Sales by Type (2020-2032)
 - 8.3.2 China Paper Towels Revenue by Type (2020-2032)
- 8.4 China Paper Towels Market Size by Application
 - 8.4.1 China Paper Towels Sales by Application (2020-2032)
 - 8.4.2 China Paper Towels Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) Paper Towels Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) Paper Towels Market Size by Type
 - 9.3.1 APAC (excl. China) Paper Towels Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) Paper Towels Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) Paper Towels Market Size by Application
 - 9.4.1 APAC (excl. China) Paper Towels Sales by Application (2020-2032)
 - 9.4.2 APAC (excl. China) Paper Towels Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) Paper Towels Market Size by Country
 - 9.5.1 Japan
 - 9.5.2 South Korea
 - 9.5.3 India
 - 9.5.4 Australia
 - 9.5.5 Southeast Asia

10 LATIN AMERICA

- 10.1 Latin America Paper Towels Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Manufacturers Analysis
- 10.3 Latin America Paper Towels Market Size by Type
 - 10.3.1 Latin America Paper Towels Sales by Type (2020-2032)
 - 10.3.2 Latin America Paper Towels Revenue by Type (2020-2032)
- 10.4 Latin America Paper Towels Market Size by Application
 - 10.4.1 Latin America Paper Towels Sales by Application (2020-2032)
 - 10.4.2 Latin America Paper Towels Revenue by Application (2020-2032)
- 10.5 Latin America Paper Towels Market Size by Country
- 10.6 Latin America Paper Towels Market Size by Country
 - 10.6.1 Mexico
 - 10.6.2 Brazil

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Paper Towels Market Size and Growth Rate Analysis (2020-2032)
- 11.2 Middle East & Africa Key Manufacturers Analysis
- 11.3 Middle East & Africa Paper Towels Market Size by Type
 - 11.3.1 Middle East & Africa Paper Towels Sales by Type (2020-2032)
 - 11.3.2 Middle East & Africa Paper Towels Revenue by Type (2020-2032)
- 11.4 Middle East & Africa Paper Towels Market Size by Application
 - 11.4.1 Middle East & Africa Paper Towels Sales by Application (2020-2032)
 - 11.4.2 Middle East & Africa Paper Towels Revenue by Application (2020-2032)
- 11.5 Middle East Paper Towels Market Size by Country
 - 11.5.1 Saudi Arabia
 - 11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

- 12.1 Global Paper Towels Market Sales, Revenue and Price by Key Manufacturers (2021-2025)
 - 12.1.1 Global Paper Towels Market Sales by Key Manufacturers (2021-2025)
 - 12.1.2 Global Paper Towels Market Revenue by Key Manufacturers (2021-2025)
 - 12.1.3 Global Paper Towels Average Sales Price by Manufacturers (2021-2025)
- 12.2 Paper Towels Competitive Landscape Analysis and Market Dynamic
 - 12.2.1 Paper Towels Competitive Landscape Analysis

- 12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales
- 12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Kimberly-Clark

13.1.1 Kimberly-Clark Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Kimberly-Clark Paper Towels Product Portfolio

13.1.3 Kimberly-Clark Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 Procter & Gamble

13.2.1 Procter & Gamble Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Procter & Gamble Paper Towels Product Portfolio

13.2.3 Procter & Gamble Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 SCA

13.3.1 SCA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 SCA Paper Towels Product Portfolio

13.3.3 SCA Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 APP

13.4.1 APP Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 APP Paper Towels Product Portfolio

13.4.3 APP Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 Hengan

13.5.1 Hengan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Hengan Paper Towels Product Portfolio

13.5.3 Hengan Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Vinda

13.6.1 Vinda Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Vinda Paper Towels Product Portfolio

13.6.3 Vinda Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 Asaleo Care

13.7.1 Asaleo Care Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Asaleo Care Paper Towels Product Portfolio

13.7.3 Asaleo Care Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 Sofidel

13.8.1 Sofidel Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Sofidel Paper Towels Product Portfolio

13.8.3 Sofidel Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 Georgia-Pacific

13.9.1 Georgia-Pacific Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Georgia-Pacific Paper Towels Product Portfolio

13.9.3 Georgia-Pacific Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 WEPA

13.10.1 WEPA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 WEPA Paper Towels Product Portfolio

13.10.3 WEPA Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 Metsa Tissue

13.11.1 Metsa Tissue Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Metsa Tissue Paper Towels Product Portfolio

13.11.3 Metsa Tissue Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 CMPC Tissue

13.12.1 CMPC Tissue Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 CMPC Tissue Paper Towels Product Portfolio

13.12.3 CMPC Tissue Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 KP Tissue

13.13.1 KP Tissue Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 KP Tissue Paper Towels Product Portfolio

13.13.3 KP Tissue Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.14 Cascades

13.14.1 Cascades Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 Cascades Paper Towels Product Portfolio

13.14.3 Cascades Paper Towels Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Paper Towels Industry Chain Analysis

14.2 Paper Towels Industry Raw Material and Suppliers Analysis

14.2.1 Paper Towels Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Paper Towels Typical Downstream Customers

14.4 Paper Towels Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Paper Towels Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Paper Towels Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Paper Towels Industry Development Status

Table 4: Paper Towels Industry Development Trends

Table 5: Global Paper Towels Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Paper Towels Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Paper Towels Revenue Market Share by Region (2020-2025)

Table 8: Global Paper Towels Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Paper Towels Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Paper Towels Sales by Region (2020-2025) & (K Ton)

Table 11: Global Paper Towels Sales Market Share by Region (2020-2025)

Table 12: Global Paper Towels Sales Forecast by Region (2026-2032) & (K Ton)

Table 13: Global Paper Towels Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Paper Towels Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Paper Towels Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Paper Towels Sales Analysis by Type (2020-2025) & (K Ton)

Table 17: Global Paper Towels Sales Analysis Forecast by Type (2026-2032) & (K Ton)

Table 18: Global Paper Towels Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Paper Towels Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Paper Towels Sales Analysis by Application (2020-2025) & (K Ton)

Table 21: Global Paper Towels Sales Analysis Forecast by Application (2026-2032) & (K Ton)

Table 22: Key Paper Towels Players in North America

Table 23: North America Paper Towels Sales by Type (2020-2025) & (K Ton)

Table 24: North America Paper Towels Sales by Type (2026-2032) & (K Ton)

Table 25: North America Paper Towels Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Paper Towels Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Paper Towels Sales by Application (2020-2025) & (K Ton)

Table 28: North America Paper Towels Sales by Application (2026-2032) & (K Ton)

Table 29: North America Paper Towels Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Paper Towels Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Paper Towels Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Paper Towels Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Paper Towels Sales Market Size by Country (2020-2025) & (K Ton)

Table 34: North America Paper Towels Sales Market Size by Country (2026-2032) & (K Ton)

Table 35: Key Paper Towels Players in Europe

Table 36: Europe Paper Towels Sales by Type (2020-2025) & (K Ton)

Table 37: Europe Paper Towels Sales by Type (2026-2032) & (K Ton)

Table 38: Europe Paper Towels Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Paper Towels Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Paper Towels Sales by Application (2020-2025) & (K Ton)

Table 41: Europe Paper Towels Sales by Application (2026-2032) & (K Ton)

Table 42: Europe Paper Towels Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Paper Towels Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Paper Towels Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Paper Towels Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Paper Towels Sales Market Size by Country (2020-2025) & (K Ton)

Table 47: Europe Paper Towels Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 48: Key Paper Towels Players in China

Table 49: China Paper Towels Sales by Type (2020-2025) & (K Ton)

Table 50: China Paper Towels Sales by Type (2026-2032) & (K Ton)

Table 51: China Paper Towels Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Paper Towels Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Paper Towels Sales by Application (2020-2025) & (K Ton)

Table 54: China Paper Towels Sales by Application (2026-2032) & (K Ton)

Table 55: China Paper Towels Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Paper Towels Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Paper Towels Players in APAC (excl. China)

Table 58: APAC (excl. China) Paper Towels Sales by Type (2020-2025) & (K Ton)

Table 59: APAC (excl. China) Paper Towels Sales by Type (2026-2032) & (K Ton)

Table 60: APAC (excl. China) Paper Towels Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Paper Towels Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Paper Towels Sales by Application (2020-2025) & (K Ton)

Table 63: APAC (excl. China) Paper Towels Sales by Application (2026-2032) & (K Ton)

Table 64: APAC (excl. China) Paper Towels Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Paper Towels Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) Paper Towels Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Paper Towels Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Paper Towels Sales Market Size by Country (2020-2025) & (K Ton)

Table 69: APAC (excl. China) Paper Towels Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 70: Key Paper Towels Players in Latin America

Table 71: Latin America Paper Towels Sales by Type (2020-2025) & (K Ton)

Table 72: Latin America Paper Towels Sales by Type (2026-2032) & (K Ton)

Table 73: Latin America Paper Towels Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Paper Towels Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Paper Towels Sales by Application (2020-2025) & (K Ton)

Table 76: Latin America Paper Towels Sales by Application (2026-2032) & (K Ton)

Table 77: Latin America Paper Towels Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Paper Towels Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Paper Towels Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Paper Towels Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Paper Towels Sales Market Size by Country (2020-2025) & (K Ton)

- Table 82: Latin America Paper Towels Sales Market Size Forecast by Country (2026-2032) & (K Ton)
- Table 83: Key Paper Towels Players in Middle East & Africa
- Table 84: Middle East & Africa Paper Towels Sales by Type (2020-2025) & (K Ton)
- Table 85: Middle East & Africa Paper Towels Sales by Type (2026-2032) & (K Ton)
- Table 86: Middle East & Africa Paper Towels Revenue by Type (2020-2025) & (US\$ Million)
- Table 87: Middle East & Africa Paper Towels Revenue by Type (2026-2032) & (US\$ Million)
- Table 88: Middle East & Africa Paper Towels Sales by Application (2020-2025) & (K Ton)
- Table 89: Middle East & Africa Paper Towels Sales by Application (2026-2032) & (K Ton)
- Table 90: Middle East & Africa Paper Towels Revenue by Application (2020-2025) & (US\$ Million)
- Table 91: Middle East & Africa Paper Towels Revenue by Application (2026-2032) & (US\$ Million)
- Table 92: Middle East & Africa Paper Towels Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 93: Middle East & Africa Paper Towels Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 94: Middle East & Africa Paper Towels Sales Market Size by Country (2020-2025) & (K Ton)
- Table 95: Middle East & Africa Paper Towels Sales Market Size Forecast by Country (2026-2032) & (K Ton)
- Table 96: Global Paper Towels Market Sales by Key Manufacturers (2021-2025) & (K Ton)
- Table 97: Global Paper Towels Sales Market Share by Key Manufacturers (2021-2025)
- Table 98: Global Paper Towels Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)
- Table 99: Global Paper Towels Revenue Market Share by Key Manufacturers (2021-2025)
- Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Ton)
- Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales
- Table 102: Market Mergers & Acquisitions, Expansion
- Table 103: Kimberly-Clark Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 104: Kimberly-Clark Paper Towels Product Portfolio
- Table 105: Kimberly-Clark Paper Towels Revenue (US\$ Million), Sales (K Ton), Price

(USD/Ton), Gross Margin and Market Share (2021-2025)

Table 106: Procter & Gamble Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Procter & Gamble Paper Towels Product Portfolio

Table 108: Procter & Gamble Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 109: SCA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: SCA Paper Towels Product Portfolio

Table 111: SCA Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 112: APP Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: APP Paper Towels Product Portfolio

Table 114: APP Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 115: Hengan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Hengan Paper Towels Product Portfolio

Table 117: Hengan Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 118: Vinda Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Vinda Paper Towels Product Portfolio

Table 120: Vinda Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 121: Asaleo Care Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Asaleo Care Paper Towels Product Portfolio

Table 123: Asaleo Care Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 124: Sofidel Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Sofidel Paper Towels Product Portfolio

Table 126: Sofidel Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 127: Georgia-Pacific Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Georgia-Pacific Paper Towels Product Portfolio

Table 129: Georgia-Pacific Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 130: WEPA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: WEPA Paper Towels Product Portfolio

Table 132: WEPA Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 133: Metsa Tissue Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Metsa Tissue Paper Towels Product Portfolio

Table 135: Metsa Tissue Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 136: CMPC Tissue Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: CMPC Tissue Paper Towels Product Portfolio

Table 138: CMPC Tissue Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 139: KP Tissue Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: KP Tissue Paper Towels Product Portfolio

Table 141: KP Tissue Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 142: Cascades Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: Cascades Paper Towels Product Portfolio

Table 144: Cascades Paper Towels Revenue (US\$ Million), Sales (K Ton), Price (USD/Ton), Gross Margin and Market Share (2021-2025)

Table 145: Upstream Key Raw Material Price List

Table 146: Paper Towels Raw Material Suppliers and Contact Information

Table 147: Paper Towels Typical Customer List

Table 148: Paper Towels Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Paper Towels Product Pictures

Figure 2: Rolled Paper Towels Picture Scope

Figure 3: Boxed Paper Towels Picture Scope

Figure 4: Residential Picture Scope

Figure 5: Commercial Picture Scope

Figure 6: Global Paper Towels Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 7: Global Paper Towels Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 8: Global Paper Towels Market Sales and Growth Rate Analysis (2020-2032) & (K Ton)

Figure 9: Global Paper Towels Market Price Trend Analysis (2020-2032) & (USD/Ton)

Figure 10: Global Paper Towels Market Size by Region (2020-2032) & (US\$ Million)

Figure 11: Global Paper Towels Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 12: Global Paper Towels Sales Price by Region (2020-2032) & (K Ton)

Figure 13: North America Paper Towels Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 14: North America Paper Towels Revenue Market Share by Players in 2024

Figure 15: North America Paper Towels Sales Market Share by Type (2020-2032)

Figure 16: North America Paper Towels Revenue Market Share by Type (2020-2032)

Figure 17: North America Paper Towels Sales Market Share by Application (2020-2032)

Figure 18: North America Paper Towels Revenue Market Share by Application (2020-2032)

Figure 19: US Paper Towels Revenue (2020-2032) & (US\$ Million)

Figure 20: Canada Paper Towels Revenue (2020-2032) & (US\$ Million)

Figure 21: Europe Paper Towels Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 22: Europe Paper Towels Revenue Market Share by Players in 2024

Figure 23: Europe Paper Towels Sales Market Share by Type (2020-2032)

Figure 24: Europe Paper Towels Revenue Market Share by Type (2020-2032)

Figure 25: Europe Paper Towels Sales Market Share by Application (2020-2032)

Figure 26: Europe Paper Towels Revenue Market Share by Application (2020-2032)

Figure 27: Germany Paper Towels Revenue (2020-2032) & (US\$ Million)

Figure 28: France Paper Towels Revenue (2020-2032) & (US\$ Million)

- Figure 29:United Kingdom Paper Towels Revenue (2020-2032) & (US\$ Million)
- Figure 30:Italy Paper Towels Revenue (2020-2032) & (US\$ Million)
- Figure 31:Spain Paper Towels Revenue (2020-2032) & (US\$ Million)
- Figure 32:Benelux Paper Towels Revenue (2020-2032) & (US\$ Million)
- Figure 33:China Paper Towels Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 34:China Paper Towels Revenue Market Share by Players in 2024
- Figure 35:China Paper Towels Sales Market Share by Type (2020-2032)
- Figure 36:China Paper Towels Revenue Market Share by Type (2020-2032)
- Figure 37:China Paper Towels Sales Market Share by Application (2020-2032)
- Figure 38:China Paper Towels Revenue Market Share by Application (2020-2032)
- Figure 39:APAC (excl. China) Paper Towels Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 40:APAC (excl. China) Paper Towels Revenue Market Share by Players in 2024
- Figure 41:APAC (excl. China) Paper Towels Sales Market Share by Type (2020-2032)
- Figure 42:APAC (excl. China) Paper Towels Revenue Market Share by Type (2020-2032)
- Figure 43:APAC (excl. China) Paper Towels Sales Market Share by Application (2020-2032)
- Figure 44:APAC (excl. China) Paper Towels Revenue Market Share by Application (2020-2032)
- Figure 45:Japan Paper Towels Revenue (2020-2032) & (US\$ Million)
- Figure 46:South Korea Paper Towels Revenue (2020-2032) & (US\$ Million)
- Figure 47:India Paper Towels Revenue (2020-2032) & (US\$ Million)
- Figure 48:Australia Paper Towels Revenue (2020-2032) & (US\$ Million)
- Figure 49:Southeast Asia Paper Towels Revenue (2020-2032) & (US\$ Million)
- Figure 50:Latin America Paper Towels Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 51:Latin America Paper Towels Revenue Market Share by Players in 2024
- Figure 52:Latin America Paper Towels Sales Market Share by Type (2020-2032)
- Figure 53:Latin America Paper Towels Revenue Market Share by Type (2020-2032)
- Figure 54:Latin America Paper Towels Sales Market Share by Application (2020-2032)
- Figure 55:Latin America Paper Towels Revenue Market Share by Application (2020-2032)
- Figure 56:Mexico Paper Towels Revenue (2020-2032) & (US\$ Million)
- Figure 57:Brazil Paper Towels Revenue (2020-2032) & (US\$ Million)
- Figure 58:Middle East & Africa Paper Towels Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 59:Middle East & Africa Paper Towels Revenue Market Share by Players in 2024

Figure 60: Middle East & Africa Paper Towels Sales Market Share by Type (2020-2032)

Figure 61: Middle East & Africa Paper Towels Revenue Market Share by Type (2020-2032)

Figure 62: Middle East & Africa Paper Towels Sales Market Share by Application (2020-2032)

Figure 63: Middle East & Africa Paper Towels Revenue Market Share by Application (2020-2032)

Figure 64: Saudi Arabia Paper Towels Revenue (2020-2032) & (US\$ Million)

Figure 65: South Africa Paper Towels Revenue (2020-2032) & (US\$ Million)

Figure 66: Global Paper Towels Sales Market Share by Key Manufacturers in 2024

Figure 67: Global Paper Towels Revenue Market Share by Key Manufacturers in 2024

Figure 68: Global Paper Towels Industry Competition Landscape

Figure 69: Paper Towels Industry Chain Analysis

Figure 70: Bottom-Up and Top-Down Research Methods

Figure 71: Key Interview Objectives

Figure 72: Data Cross Validation

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