

Global Tissue Towel Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Tissue Towel market size will reach 16,301 Million USD in 2025 and is projected to reach 18,167 Million USD by 2032, with a CAGR of 1.56% (2025-2032). Notably, the China Tissue Towel 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

A tissue towel refers to a disposable and absorbent paper product designed for various cleaning and drying purposes. Tissue towels are commonly used in households, public restrooms, and commercial settings for tasks such as hand drying, surface cleaning, and spill absorption. They are available in various formats, including paper towels, kitchen towels, and multi-fold or C-fold hand towels. Tissue towels are typically made from recycled paper pulp or virgin wood pulp, offering a lightweight and convenient solution for quick cleanups. The absorbent nature of tissue towels makes them effective for maintaining hygiene and cleanliness in diverse environments. Additionally, their disposable and single-use nature contributes to convenience and reduces the risk of cross-contamination. Tissue towels have become a staple in everyday life, providing a practical and efficient means of managing everyday cleaning tasks.

The major global manufacturers of Tissue Towel 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 Tissue Towel. 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 Tissue Towel 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 Tissue Towel 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 Tissue Towel 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 Tissue Towel Include:

Kimberly-Clark

Procter & Gamble

SCA

APP

Hengan

Vinda

Asaleo Care

Sofidel

Georgia-Pacific

WEPA

Metsa Tissue

CMPC Tissue

KP Tissue

Cascades

Tissue Towel Product Segment Include:

Roll Towel

Single-folded

Multi-folded

Tissue Towel 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 Tissue Towel Industry PESTEL Analysis

Chapter 3: Global Tissue Towel Industry Porter's Five Forces Analysis

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

Chapter 5: Global Tissue Towel Market Size and Forecast by Type and Application Analysis

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

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

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

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

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

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

Chapter 12: Global Tissue Towel 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 TISSUE TOWEL MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Tissue Towel Product by Type
 - 1.2.1 Roll Towel
 - 1.2.2 Single-folded
 - 1.2.3 Multi-folded
- 1.3 Tissue Towel Product by Application
 - 1.3.1 Residential
 - 1.3.2 Commercial
- 1.4 Global Tissue Towel Market Revenue and Sales Analysis
 - 1.4.1 Global Tissue Towel Market Size Analysis (2020-2032)
 - 1.4.2 Global Tissue Towel Market Sales Analysis (2020-2032)
 - 1.4.3 Global Tissue Towel Market Sales Price Trend Analysis (2020-2032)
- 1.5 Tissue Towel Industry Trends and Innovation
 - 1.5.1 Tissue Towel Industry Trends and Innovation
 - 1.5.2 Tissue Towel Market Drivers and Challenges

2 TISSUE TOWEL 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 TISSUE TOWEL 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 TISSUE TOWEL MARKET ANALYSIS BY REGIONS

- 4.1 Global Tissue Towel Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Tissue Towel Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Tissue Towel Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Tissue Towel Revenue Forecast by Region (2026-2032)
- 4.3 Global Tissue Towel Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Tissue Towel Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Tissue Towel Sales Forecast by Region (2026-2032)
- 4.4 Global Tissue Towel Sales Price Trend Analysis (2020-2032)

5 GLOBAL TISSUE TOWEL MARKET SIZE BY TYPE AND APPLICATION

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

6 NORTH AMERICA

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

7 EUROPE

- 7.1 Europe Tissue Towel Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Tissue Towel Market Size by Type
 - 7.3.1 Europe Tissue Towel Sales by Type (2020-2032)
 - 7.3.2 Europe Tissue Towel Revenue by Type (2020-2032)

7.4 Europe Tissue Towel Market Size by Application

7.4.1 Europe Tissue Towel Sales by Application (2020-2032)

7.4.2 Europe Tissue Towel Revenue by Application (2020-2032)

7.5 Europe Tissue Towel 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 Tissue Towel Market Size and Growth Rate Analysis (2020-2032)

8.2 China Key Manufacturers Analysis

8.3 China Tissue Towel Market Size by Type

8.3.1 China Tissue Towel Sales by Type (2020-2032)

8.3.2 China Tissue Towel Revenue by Type (2020-2032)

8.4 China Tissue Towel Market Size by Application

8.4.1 China Tissue Towel Sales by Application (2020-2032)

8.4.2 China Tissue Towel Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

9.1 APAC (excl. China) Tissue Towel Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Manufacturers Analysis

9.3 APAC (excl. China) Tissue Towel Market Size by Type

9.3.1 APAC (excl. China) Tissue Towel Sales by Type (2020-2032)

9.3.2 APAC (excl. China) Tissue Towel Revenue by Type (2020-2032)

9.4 APAC (excl. China) Tissue Towel Market Size by Application

9.4.1 APAC (excl. China) Tissue Towel Sales by Application (2020-2032)

9.4.2 APAC (excl. China) Tissue Towel Revenue by Application (2020-2032)

9.5 APAC (excl. China) Tissue Towel 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 Tissue Towel Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Manufacturers Analysis
- 10.3 Latin America Tissue Towel Market Size by Type
 - 10.3.1 Latin America Tissue Towel Sales by Type (2020-2032)
 - 10.3.2 Latin America Tissue Towel Revenue by Type (2020-2032)
- 10.4 Latin America Tissue Towel Market Size by Application
 - 10.4.1 Latin America Tissue Towel Sales by Application (2020-2032)
 - 10.4.2 Latin America Tissue Towel Revenue by Application (2020-2032)
- 10.5 Latin America Tissue Towel Market Size by Country
- 10.6 Latin America Tissue Towel Market Size by Country
 - 10.6.1 Mexico
 - 10.6.2 Brazil

11 MIDDLE EAST & AFRICA

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

12 COMPETITION BY MANUFACTURERS

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

- 12.2.1 Tissue Towel 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 Tissue Towel Product Portfolio

13.1.3 Kimberly-Clark Tissue Towel 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 Tissue Towel Product Portfolio

13.2.3 Procter & Gamble Tissue Towel 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 Tissue Towel Product Portfolio

13.3.3 SCA Tissue Towel 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 Tissue Towel Product Portfolio

13.4.3 APP Tissue Towel 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 Tissue Towel Product Portfolio

13.5.3 Hengan Tissue Towel 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 Tissue Towel Product Portfolio
- 13.6.3 Vinda Tissue Towel 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 Tissue Towel Product Portfolio
 - 13.7.3 Asaleo Care Tissue Towel 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 Tissue Towel Product Portfolio
 - 13.8.3 Sofidel Tissue Towel 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 Tissue Towel Product Portfolio
 - 13.9.3 Georgia-Pacific Tissue Towel 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 Tissue Towel Product Portfolio
 - 13.10.3 WEPA Tissue Towel 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 Tissue Towel Product Portfolio
 - 13.11.3 Metsa Tissue Tissue Towel 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 Tissue Towel Product Portfolio
 - 13.12.3 CMPC Tissue Tissue Towel 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 Tissue Towel Product Portfolio

13.13.3 KP Tissue Tissue Towel 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 Tissue Towel Product Portfolio

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

14 INDUSTRY CHAIN ANALYSIS

14.1 Tissue Towel Industry Chain Analysis

14.2 Tissue Towel Industry Raw Material and Suppliers Analysis

14.2.1 Tissue Towel Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Tissue Towel Typical Downstream Customers

14.4 Tissue Towel 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 Tissue Towel Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

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

Table 3: Tissue Towel Industry Development Status

Table 4: Tissue Towel Industry Development Trends

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

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

Table 7: Global Tissue Towel Revenue Market Share by Region (2020-2025)

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

Table 9: Global Tissue Towel Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Tissue Towel Sales by Region (2020-2025) & (K Ton)

Table 11: Global Tissue Towel Sales Market Share by Region (2020-2025)

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

Table 13: Global Tissue Towel Sales Market Share Forecast by Region (2026-2032)

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

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

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

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

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

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

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

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

Table 22: Key Tissue Towel Players in North America

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

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

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

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

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

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

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

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

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

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

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

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

Table 35: Key Tissue Towel Players in Europe

Table 36: Europe Tissue Towel Sales by Type (2020-2025) & (K Ton)

Table 37: Europe Tissue Towel Sales by Type (2026-2032) & (K Ton)

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

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

Table 40: Europe Tissue Towel Sales by Application (2020-2025) & (K Ton)

Table 41: Europe Tissue Towel Sales by Application (2026-2032) & (K Ton)

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

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

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

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

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

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

Table 48: Key Tissue Towel Players in China

Table 49: China Tissue Towel Sales by Type (2020-2025) & (K Ton)

Table 50: China Tissue Towel Sales by Type (2026-2032) & (K Ton)

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

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

Table 53: China Tissue Towel Sales by Application (2020-2025) & (K Ton)

Table 54: China Tissue Towel Sales by Application (2026-2032) & (K Ton)

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

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

Table 57: Key Tissue Towel Players in APAC (excl. China)

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

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

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

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

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

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

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

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

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

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

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

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

Table 70: Key Tissue Towel Players in Latin America

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

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

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

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

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

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

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

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

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

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

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

Table 82: Latin America Tissue Towel Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 83: Key Tissue Towel Players in Middle East & Africa

Table 84: Middle East & Africa Tissue Towel Sales by Type (2020-2025) & (K Ton)

Table 85: Middle East & Africa Tissue Towel Sales by Type (2026-2032) & (K Ton)

Table 86: Middle East & Africa Tissue Towel Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Tissue Towel Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Tissue Towel Sales by Application (2020-2025) & (K Ton)

Table 89: Middle East & Africa Tissue Towel Sales by Application (2026-2032) & (K Ton)

Table 90: Middle East & Africa Tissue Towel Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Tissue Towel Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Tissue Towel Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Tissue Towel Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Tissue Towel Sales Market Size by Country (2020-2025) & (K Ton)

Table 95: Middle East & Africa Tissue Towel Sales Market Size Forecast by Country (2026-2032) & (K Ton)

Table 96: Global Tissue Towel Market Sales by Key Manufacturers (2021-2025) & (K Ton)

Table 97: Global Tissue Towel Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Tissue Towel Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Tissue Towel 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 Tissue Towel Product Portfolio

Table 105: Kimberly-Clark Tissue Towel 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 Tissue Towel Product Portfolio

Table 108: Procter & Gamble Tissue Towel 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 Tissue Towel Product Portfolio

Table 111: SCA Tissue Towel 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 Tissue Towel Product Portfolio

Table 114: APP Tissue Towel 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 Tissue Towel Product Portfolio

Table 117: Hengan Tissue Towel 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 Tissue Towel Product Portfolio

Table 120: Vinda Tissue Towel 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 Tissue Towel Product Portfolio

Table 123: Asaleo Care Tissue Towel 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 Tissue Towel Product Portfolio

Table 126: Sofidel Tissue Towel 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 Tissue Towel Product Portfolio

Table 129: Georgia-Pacific Tissue Towel 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 Tissue Towel Product Portfolio

Table 132: WEPA Tissue Towel 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 Tissue Towel Product Portfolio

Table 135: Metsa Tissue Tissue Towel 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 Tissue Towel Product Portfolio

Table 138: CMPC Tissue Tissue Towel 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 Tissue Towel Product Portfolio

Table 141: KP Tissue Tissue Towel 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 Tissue Towel Product Portfolio

Table 144: Cascades Tissue Towel 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: Tissue Towel Raw Material Suppliers and Contact Information

Table 147: Tissue Towel Typical Customer List

Table 148: Tissue Towel Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Tissue Towel Product Pictures

Figure 2: Roll Towel Picture Scope

Figure 3: Single-folded Picture Scope

Figure 4: Multi-folded Picture Scope

Figure 5: Residential Picture Scope

Figure 6: Commercial Picture Scope

Figure 7: Global Tissue Towel Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 8: Global Tissue Towel Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 9: Global Tissue Towel Market Sales and Growth Rate Analysis (2020-2032) & (K Ton)

Figure 10: Global Tissue Towel Market Price Trend Analysis (2020-2032) & (USD/Ton)

Figure 11: Global Tissue Towel Market Size by Region (2020-2032) & (US\$ Million)

Figure 12: Global Tissue Towel Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 13: Global Tissue Towel Sales Price by Region (2020-2032) & (K Ton)

Figure 14: North America Tissue Towel Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 15: North America Tissue Towel Revenue Market Share by Players in 2024

Figure 16: North America Tissue Towel Sales Market Share by Type (2020-2032)

Figure 17: North America Tissue Towel Revenue Market Share by Type (2020-2032)

Figure 18: North America Tissue Towel Sales Market Share by Application (2020-2032)

Figure 19: North America Tissue Towel Revenue Market Share by Application (2020-2032)

Figure 20: US Tissue Towel Revenue (2020-2032) & (US\$ Million)

Figure 21: Canada Tissue Towel Revenue (2020-2032) & (US\$ Million)

Figure 22: Europe Tissue Towel Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 23: Europe Tissue Towel Revenue Market Share by Players in 2024

Figure 24: Europe Tissue Towel Sales Market Share by Type (2020-2032)

Figure 25: Europe Tissue Towel Revenue Market Share by Type (2020-2032)

Figure 26: Europe Tissue Towel Sales Market Share by Application (2020-2032)

Figure 27: Europe Tissue Towel Revenue Market Share by Application (2020-2032)

Figure 28: Germany Tissue Towel Revenue (2020-2032) & (US\$ Million)

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

Figure 60: Middle East & Africa Tissue Towel Revenue Market Share by Players in 2024

Figure 61: Middle East & Africa Tissue Towel Sales Market Share by Type (2020-2032)

Figure 62: Middle East & Africa Tissue Towel Revenue Market Share by Type (2020-2032)

Figure 63: Middle East & Africa Tissue Towel Sales Market Share by Application (2020-2032)

Figure 64: Middle East & Africa Tissue Towel Revenue Market Share by Application (2020-2032)

Figure 65: Saudi Arabia Tissue Towel Revenue (2020-2032) & (US\$ Million)

Figure 66: South Africa Tissue Towel Revenue (2020-2032) & (US\$ Million)

Figure 67: Global Tissue Towel Sales Market Share by Key Manufacturers in 2024

Figure 68: Global Tissue Towel Revenue Market Share by Key Manufacturers in 2024

Figure 69: Global Tissue Towel Industry Competition Landscape

Figure 70: Tissue Towel Industry Chain Analysis

Figure 71: Bottom-Up and Top-Down Research Methods

Figure 72: Key Interview Objectives

Figure 73: Data Cross Validation

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