

Global Away From Home Tissue and Hygiene Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Away From Home Tissue and Hygiene market size was valued at US\$ 19900 million in 2024 and is forecast to a readjusted size of USD 22070 million by 2031 with a CAGR of 1.5% during review period.

About one-third of the tissue market represents use 'Away From Home,' in commercial and industrial settings such as office and government buildings, hotels, schools, airports, amusement parks, hospitals, highway rest stops - anywhere restroom and kitchen facilities are not in a private home.

As the global economy gradually recovers, the tourism industry picks up, and businesses reopen, demand in the AFH paper towel market is recovering and is expected to grow gradually. In particular, with the improvement of cleaning and hygiene standards, the importance of paper towels in public places has further increased.

The world's top five away from home tissue and hygiene manufacturers include Essity, Kimberly-Clark, Procter & Gamble, Georgia-Pacific, and Empresas CMPC, which together account for about 50% of the market, with the largest producer being Essity, which has a market share of about 18%. On the basis of product type, toilet paper represents the largest share of the worldwide away from home tissue and hygiene market, with a share about 50%. In the applications, property management segment is estimated to be the largest end-use industry segment of the market, with a market share over 50%. North America holds the major share in the market, with a share above 34%.

As consumers pay more attention to hygiene and health, products in the AFH paper

towel market are moving towards high quality and multifunctionality. Companies are increasingly inclined to use softer and more absorbent paper towel products to improve user experience. In addition, antibacterial paper towels and paper towel products with special functions (such as degradable and environmentally friendly) are also becoming increasingly popular.

This report is a detailed and comprehensive analysis for global Away From Home Tissue and Hygiene market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Away From Home Tissue and Hygiene market size and forecasts, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Away From Home Tissue and Hygiene market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Away From Home Tissue and Hygiene market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Away From Home Tissue and Hygiene market shares of main players, shipments in revenue (\$ Million), sales quantity (K MT), and ASP (USD/MT), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Away From Home Tissue and Hygiene
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Away From Home Tissue and Hygiene

market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Kimberly-Clark, Essity (from SCA), Procter & Gamble, Georgia-Pacific, Sofidel, Empresas CMPC, Hengan International, Asia Pulp & Paper, WEPA, Metsa Group, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Away From Home Tissue and Hygiene market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Toilet Paper

Paper Towels

Napkins

Facial Tissues

Others

Market segment by Application

Food Services

Property Management

Manufacturing

Others

Major players covered

Kimberly-Clark

Essity (from SCA)

Procter & Gamble

Georgia-Pacific

Sofidel

Empresas CMPC

Hengan International

Asia Pulp & Paper

WEPA

Metsa Group

Kruger

Cascades

C & S

Asaleo Care

ICT Group

KP Tissue

Essendant Inc (Boardwalk)

Oji Holdings

Clearwater Paper

Seventh Generation

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Away From Home Tissue and Hygiene product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Away From Home Tissue and Hygiene, with price, sales quantity, revenue, and global market share of Away From Home Tissue and Hygiene from 2020 to 2025.

Chapter 3, the Away From Home Tissue and Hygiene competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Away From Home Tissue and Hygiene breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Away From Home Tissue and Hygiene market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Away From Home Tissue and Hygiene.

Chapter 14 and 15, to describe Away From Home Tissue and Hygiene sales channel, distributors, customers, research findings and conclusion.

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