

Global Facial Tissue Paper Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Facial Tissue Paper market size is expected to reach \$ 11128 million by 2032, rising at a market growth of 3.5% CAGR during the forecast period (2026-2032).

Facial tissue paper is a lightweight paper product used for facial cleansing, wiping nose, makeup removal, and personal hygiene. It is typically made from virgin pulp or recycled fibers and is characterized by its softness, high absorbency, single-use nature, and strong hygiene. Facial tissue products are mainly available in boxed, portable, and folded forms, and are widely used in daily life and professional settings such as homes, offices, medical institutions, and public spaces. This category belongs to personal care products within the fast-moving consumer goods (FMCG) sector, offering greater convenience and hygiene advantages compared to traditional materials like handkerchiefs. In 2025, global production of facial tissue paper was approximately 4,551,840 tons, with a unit price of approximately US\$1,864 per ton and a gross profit margin of approximately 32.29%.

Kimberly-Clark, Essity (SCA), Procter & Gamble, Georgia-Pacific, Sofidel, Empresas CMPC, Hengan Group, APP (Sinar Mas Group), WEPA, Metsa Group, Kruger, Cascades, C & S, and ICT Group are among the major suppliers in the global tissue paper market. The top five brands account for more than 40% of the global market share. Companies like Kimberly-Clark, Essity (from SCA), Procter & Gamble, Georgia-Pacific, and Sofidel are technologically and market-leading, and are globally renowned suppliers. The US market accounts for approximately 39% of the global market, while the Asia-Pacific and European markets account for approximately 29% and 26%, respectively. The main drivers of market growth include increased health awareness among consumers, an aging society, a rising proportion of white-collar workers, and continued expansion of consumer demand in regions such as Asia-Pacific and North

America. At the same time, the facial tissue paper market is also showing trends of product segmentation and innovation, with product categories such as multi-layered high-softness, skin-moisturizing/antibacterial additives, fragrances, and eco-friendly materials being increasingly promoted. Consumer preferences for environmental protection and sustainable production are driving increased use of recycled fibers and eco-friendly packaging. In terms of market channels, traditional supermarkets and hypermarkets still dominate, but the rapid development of online e-commerce channels has become a significant driver of industry growth. Major competitors include large international paper companies such as Procter & Gamble, Kimberly-Clark, and Essity, as well as regional manufacturers, forming the global competitive landscape.

This report studies the global Facial Tissue Paper production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Facial Tissue Paper and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Facial Tissue Paper that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Facial Tissue Paper total production and demand, 2021-2032, (K MT)

Global Facial Tissue Paper total production value, 2021-2032, (USD Million)

Global Facial Tissue Paper production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K MT), (based on production site)

Global Facial Tissue Paper consumption by region & country, CAGR, 2021-2032 & (K MT)

U.S. VS China: Facial Tissue Paper domestic production, consumption, key domestic manufacturers and share

Global Facial Tissue Paper production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K MT)

Global Facial Tissue Paper production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K MT)

Global Facial Tissue Paper production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K MT)

This report profiles key players in the global Facial Tissue Paper market based on the following parameters - company overview, production, value, 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, Asia Pulp & Paper, W?pa, Metsa Group, Kruger, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Facial Tissue Paper market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K MT) and average price (USD/MT) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Facial Tissue Paper Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Facial Tissue Paper Market, Segmentation by Type:

Boxed Tissue Paper

Pocket Tissue Paper

Folded Tissue Paper

Others

Global Facial Tissue Paper Market, Segmentation by Material Type:

Virgin Pulp

Recycled Fiber

Bamboo/Alternative Fiber

Others

Global Facial Tissue Paper Market, Segmentation by Distribution Channel:

Supermarket/Hypermarket

Online E?Commerce

Wholesale/Distribution

Others

Global Facial Tissue Paper Market, Segmentation by Application:

At Home

Away From Home

Companies Profiled:

Kimberly-Clark

Essity (from SCA)

Procter & Gamble

Georgia-Pacific

Sofidel

Empresas CMPC

Asia Pulp & Paper

W?pa

Metsa Group

Kruger

Cascades

C&S Paper

ICT Group

Vinda International(RGE Group)

Gold Hongye Paper Group Co.,Ltd

Zhongshun Jierou

Hengan International

Key Questions Answered:

1. How big is the global Facial Tissue Paper market?
2. What is the demand of the global Facial Tissue Paper market?
3. What is the year over year growth of the global Facial Tissue Paper market?
4. What is the production and production value of the global Facial Tissue Paper market?
5. Who are the key producers in the global Facial Tissue Paper market?
6. What are the growth factors driving the market demand?

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