

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

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Abstracts

The global Facial Tissue market size is expected to reach \$ 14980 million by 2032, rising at a market growth of 3.1% CAGR during the forecast period (2026-2032).

Facial tissues are sort of thin, soft, absorbent, smooth and disposable paper which is used for cleaning face. It is also known as paper handkerchiefs or wipes and generally sold in boxes. One of importance uses of facial tissue is reducing the spread of an infection or diseases as like swine flu.

Kimberly-Clark, Procter & Gamble, Essity, Asia Pulp & Paper (APP) and Hengan are the top 5 players of Facial Tissue, with about 47% market shares.

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

This report is a detailed and comprehensive analysis of the world market for Facial Tissue 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 that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Facial Tissue 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, Procter & Gamble, Essity, Asia Pulp & Paper (APP), Hengan, Vinda, C&S PAPER, Sofidel, Georgia-Pacific, WEPA, 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 market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) 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 Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Facial Tissue Market, Segmentation by Type:

Regular Facial Tissue

Lotion Facial Tissue

Global Facial Tissue Market, Segmentation by Application:

At Home

Away From Home

Companies Profiled:

Kimberly-Clark

Procter & Gamble

Essity

Asia Pulp & Paper (APP)

Hengan

Vinda

C&S PAPER

Sofidel

Georgia-Pacific

WEPA

Metsa Tissue

CMPC Tissue

KP Tissue

Cascades

Key Questions Answered:

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

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