

# Global Kitchen Paper Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Kitchen Paper market size is expected to reach \$ 25382 million by 2032, rising at a market growth of 3.5% CAGR during the forecast period (2026-2032).

Kitchen paper is a paper product specifically designed for kitchen cleaning and food handling, featuring good absorbency, strength, and durability. It is commonly used for wiping tabletops, cleaning oil stains, absorbing water, and wrapping food, and is larger and thicker than ordinary paper towels. Kitchen paper typically uses a multi-layered structure to increase the paper's thickness and absorbency, allowing it to better handle moist and greasy environments during cleaning. Common forms include rolls and pull-out paper towels, widely used in both home and commercial kitchens. In 2025, the global production of Kitchen Paper is estimated at 12,648,566.4 thousand tons, with a unit price of approximately US\$1,530 per ton. The gross profit margin is estimated at 21.7%-32.97%, and the single-line capacity is estimated at 35,000 tons/year-190,000 tons/year.

**Rising Disposable Income of the Population:** The rising disposable income of the population has led to an increase in the demand for kitchen towel products. **Rising Hygiene and Hygiene Awareness:** Rising awareness regarding hygiene and hygiene has led to an increase in the demand for kitchen towel products. **Growing trend to use eco-friendly products:** The growing trend of people to use eco-friendly products is favoring the growth of the kitchen paper towels market. **Proliferation of supermarkets and retail stores:** The proliferation of supermarkets and retail stores in various regions has provided a platform for vendors to sell kitchen tissue products, thereby contributing to the market growth. Kitchen paper, as an important consumable for household and commercial hygiene and cleaning, has shown a steady growth trend in recent years, mainly benefiting from consumers' continued focus on household hygiene, kitchen

cleaning efficiency, and health protection. Post-pandemic, increased cooking frequency and heightened cleaning awareness have transformed kitchen paper from a traditional auxiliary tool into an daily necessity. The recovery and expansion of the global catering, hotel, and commercial kitchen industries have also driven the increased demand for commercial kitchen paper, particularly in the food service and food processing sectors, where reliance on highly absorbent and durable products has increased. While the household market remains the primary consumer, commercial channels are contributing significant growth momentum. Innovation in high-end products, such as the application of antibacterial, bamboo fiber, and sustainable materials, is driving product differentiation and value enhancement, attracting increasingly environmentally conscious consumers. Fluctuations in raw material prices (such as pulp) and increasingly stringent environmental regulations are the main challenges facing the industry. In the medium to long term, the market size is expected to continue to grow at a CAGR of approximately 5%-6%, with emerging markets and e-commerce channels being key drivers of future growth. Overall, the kitchen paper market is evolving from basic functional products towards higher added value and sustainability, with competition and innovation coexisting within the industry.

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

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

### **Highlights and key features of the study**

Global Kitchen Paper total production and demand, 2021-2032, (Kilotons)

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

Global Kitchen Paper production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Kitchen Paper consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Kitchen Paper domestic production, consumption, key domestic

manufacturers and share

Global Kitchen Paper production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Kitchen Paper production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Kitchen Paper production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Kitchen 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 Procter & Gamble (Bounty), SCA (Svenska Cellulosa Aktiebolaget), Georgia-Pacific, Kimberly-Clark, Cascades Inc.(Cascades PRO), Kruger Inc., Mets? Tissue(Katrin), WEPA Hygiene Products GmbH, Oji Holdings, Sofidel, 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 Kitchen Paper market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kilotons) and average price (US\$/Ton) 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 Kitchen Paper Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Kitchen Paper Market, Segmentation by Type:

Pulp Paper

Recycled Paper

#### Global Kitchen Paper Market, Segmentation by Application:

Convenience Store & Grocery Store

Hypermarkets and Supermarkets

Wholesalers

E-commerce

#### Companies Profiled:

Procter & Gamble (Bounty)

SCA (Svenska Cellulosa Aktiebolaget)

Georgia-Pacific

Kimberly-Clark

Cascades Inc.(Cascades PRO)

Kruger Inc.

Mets? Tissue(Katrin)

WEPA Hygiene Products GmbH

Oji Holdings

Sofidel

ICT Group

Essity

Asia Pulp & Paper

Soundview Paper (formerly Marcal)

Domtar Corporation

YFY Inc.

Sinar Mas Group

C&S Paper Co., Ltd.

Hengan Group

Vinda (Royal Golden Eagle?)

### **Key Questions Answered:**

1. How big is the global Kitchen Paper market?
2. What is the demand of the global Kitchen Paper market?
3. What is the year over year growth of the global Kitchen Paper market?

4. What is the production and production value of the global Kitchen Paper market?
5. Who are the key producers in the global Kitchen Paper market?
6. What are the growth factors driving the market demand?

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