

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

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## Abstracts

The global Kitchen Roll 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 rolls are paper towel products specifically designed for kitchen cleaning. They are usually provided in roll form and are highly absorbent and strong, suitable for wiping countertops, absorbing grease, cleaning food residue, and handling other kitchen cleaning needs. They are commonly used for cleaning after daily cooking, such as wiping countertops, cleaning grease, and absorbing liquids. Kitchen roll paper towels are usually made from wood pulp, recycled paper, or environmentally friendly fibers to ensure they maintain strength in humid environments while also being durable and easy to tear. Global kitchen roll production is projected to reach approximately 12,648.5664 thousand tons in 2025, with a unit price of approximately US\$1,530 per ton, a gross profit margin of 21.7%-32.97%, and single-line capacity ranging from 35,000 tons/year to 190,000 tons/year.

With increasing health awareness, consumers are placing greater emphasis on household hygiene and kitchen cleaning. Kitchen paper towels, due to their high absorbency and convenience, have become an ideal choice for tasks such as cleaning tables, wiping oil stains, and absorbing liquids. Especially after the COVID-19 pandemic, consumer demand for cleaning and hygiene products has increased significantly. Kitchen paper towels, with their efficient cleaning and disposable features, are very popular in busy daily lives. They require no washing and are discarded directly after use, providing consumers with great convenience. Environmentally friendly kitchen paper towels (such as those using bamboo fiber and recycled paper) are gradually gaining consumer favor. With the advancement of sustainable development trends, the kitchen paper towel market is developing towards higher added value. These innovative

products offer more environmentally friendly and healthier options while fulfilling cleaning functions. The production of kitchen paper towels relies on raw materials such as wood pulp and bamboo fiber. The prices of these materials are affected by supply chain fluctuations, weather conditions, and changes in market demand, leading to uncertainty in production costs. Especially against the backdrop of rising global pulp prices, manufacturers face pressure that may affect product pricing and gross margins. With increasing global environmental awareness, many countries have imposed stricter regulations and requirements on single-use paper products. Despite increased market demand for environmentally friendly paper products, the high cost of environmentally friendly materials and production processes remains a challenge for businesses. Manufacturers need to invest more resources in green transformation to comply with regulatory requirements, which may increase production costs. The kitchen paper towel market is extremely competitive, especially in the low-end segment. Price-sensitive consumers tend to choose lower-priced products, putting significant competitive pressure on brands in the low-end market. Furthermore, major brands such as Procter & Gamble (P&G) and Kimberly-Clark hold a large market share, making it difficult for new or smaller brands to break into the market. Environmental protection and sustainable development are becoming one of the main trends in the kitchen paper towel market. More and more consumers are paying attention to the environmental performance of products, especially the materials used in the production and packaging of paper products. The use of bamboo fiber, recycled paper, and biodegradable materials in kitchen paper towels is gradually increasing. Manufacturers are investing more resources in developing products that meet environmental standards to attract consumers interested in sustainability. As consumers' demands for product quality rise, the variety of kitchen paper towels is also developing towards higher added value. For example, high-end kitchen paper towels with antibacterial properties, stronger absorbency, and better softness are gradually gaining popularity. In addition, products with fragrances or special designs are also gaining attention and recognition in the market. With the development of e-commerce platforms, the sales model for kitchen paper towels is changing. Traditional supermarkets and hypermarkets remain the main sales channels, but online retail is gradually rising, especially given the high frequency of consumer purchases. E-commerce channels not only make purchasing convenient for consumers but also offer a wider variety of choices and direct home delivery, greatly improving purchasing convenience.

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

This report is a detailed and comprehensive analysis of the world market for Kitchen

Roll 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 Roll that contribute to its increasing demand across many markets.

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

Global Kitchen Roll total production and demand, 2021-2032, (Kiloton)

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

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

Global Kitchen Roll consumption by region & country, CAGR, 2021-2032 & (Kiloton)

U.S. VS China: Kitchen Roll domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Kitchen Roll 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 Roll market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kiloton) 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 Roll Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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

Virgin Pulp

Recycled Paper

Bamboo Fiber

Others

### Global Kitchen Roll Market, Segmentation by Sustainability:

Eco-friendly (Recycled)

Biodegradable

Non-Eco-friendly

### Global Kitchen Roll Market, Segmentation by Use:

Household Use

Commercial Use

### Global Kitchen Roll 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 Roll market?
2. What is the demand of the global Kitchen Roll market?
3. What is the year over year growth of the global Kitchen Roll market?
4. What is the production and production value of the global Kitchen Roll market?
5. Who are the key producers in the global Kitchen Roll market?
6. What are the growth factors driving the market demand?

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