

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

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Abstracts

The global Kitchen Tissue 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 tissue 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 towels typically have a multi-layered structure to increase the thickness and absorbency of the paper, allowing them 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. Global kitchen tissue 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.

Kitchen tissues, as an important consumable for household and commercial hygiene and cleaning, have 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 tissues from traditional auxiliary tools into daily necessities. The recovery and expansion of the global catering, hotel, and commercial kitchen industries have also driven the increased demand for commercial kitchen tissues, 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 Tissue production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Kitchen 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 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 Tissue 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 Tissue Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Kitchen Tissue Market, Segmentation by Type:

Pulp Paper

Recycled Paper

Global Kitchen Tissue Market, Segmentation by Packaging:

Tissue Box

Tissue Roll

Global Kitchen Tissue Market, Segmentation by Use:

Household Use

Commercial Use

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

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