

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

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Abstracts

The global Paper Tissue Softener market size is expected to reach \$ 352 million by 2032, rising at a market growth of 4.4% CAGR during the forecast period (2026-2032).

Tissue softeners are functional additives used in the production of household paper products such as toilet paper, facial tissues, pop-up tissues, and wet-strength paper. They primarily function by reducing inter-fiber friction and enhancing the paper's hand-feel and surface smoothness, resulting in a product that is softer, bulkier, skin-friendly, and comfortable to the touch. Common product types include cationic softeners, silicone oil-based softeners, fatty acid ester softeners, and blended formulations.

Upstream inputs include fatty acids, quaternary ammonium salts, silicone oils, surfactants, emulsifiers, solvents, and fine chemical raw materials; downstream applications span manufacturers of household paper, baby paper products, feminine care products, wet wipes, and premium tissues.

The global market for tissue softeners features an average price of \$3,550 per ton, with a sales volume of approximately 71,500 tons, an annual production capacity of about 120,000 tons, and an industry profit margin of around 20%.

The global tissue softener market is poised for steady growth, driven by the consumption upgrade of household paper and the rising market penetration of premium paper products. Increasing consumer demand for softness, skin-friendliness, low irritation, and environmental safety is steering softener development toward low-odor, low-residue, biodegradable, silicone-free, and bio-based solutions. As paper manufacturers engage in differentiated competition, they are placing greater emphasis on improving hand-feel, balancing absorbency, and controlling costs, thereby prompting

suppliers to offer customized blended formulations. Meanwhile, rising demand for baby and child care products, moist toilet tissues, and premium pop-up tissues will drive the expanded application of high-performance softeners. Future industry competition will center on eco-friendly formulations, stable emulsification technologies, compatibility with paper machine processes, and the long-term supply capabilities of major paper brands.

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

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

Highlights and key features of the study

Global Paper Tissue Softener total production and demand, 2021-2032, (Tons)

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

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

Global Paper Tissue Softener consumption by region & country, CAGR, 2021-2032 & (Tons)

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

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

Global Paper Tissue Softener production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Paper Tissue Softener production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Paper Tissue Softener 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 Buckman, APC Group, Henkel, Mare, Solenis, Silitex, CHT Group, CHEMIPAZ, Ecolab, Kemira, 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 Paper Tissue Softener market

Detailed Segmentation:

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

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Paper Tissue Softener Market, Segmentation by Type:

Anionic Type

Cationic Type

Non-Ionic Type

Global Paper Tissue Softener Market, Segmentation by Softening Mechanism:

Fiber Surface Lubrication

Fiber Bond Reduction

Surface Film Formation

Fiber Plasticization

Friction Reduction

Global Paper Tissue Softener Market, Segmentation by Chemical Composition:

Quaternary Ammonium Softener

Silicone-based Softener

Fatty Acid Ester Softener

Amide Softener

Polyether Softener

Composite Softener

Bio-based Softener

Global Paper Tissue Softener Market, Segmentation by Application:

Toilet Roll

Kitchen Paper

Facial Tissue

Others

Companies Profiled:

Buckman

APC Group

Henkel

Mare

Solenis

Silitex

CHT Group

CHEMIPAZ

Ecolab

Kemira

Evonik

Croda

Hangzhou Hanghua Harima Chemical

Key Questions Answered:

1. How big is the global Paper Tissue Softener market?
2. What is the demand of the global Paper Tissue Softener market?
3. What is the year over year growth of the global Paper Tissue Softener market?
4. What is the production and production value of the global Paper Tissue Softener market?

5. Who are the key producers in the global Paper Tissue Softener market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Paper Tissue Softener Introduction
- 1.2 World Paper Tissue Softener Supply & Forecast
 - 1.2.1 World Paper Tissue Softener Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Paper Tissue Softener Production (2021-2032)
 - 1.2.3 World Paper Tissue Softener Pricing Trends (2021-2032)
- 1.3 World Paper Tissue Softener Production by Region (Based on Production Site)
 - 1.3.1 World Paper Tissue Softener Production Value by Region (2021-2032)
 - 1.3.2 World Paper Tissue Softener Production by Region (2021-2032)
 - 1.3.3 World Paper Tissue Softener Average Price by Region (2021-2032)
 - 1.3.4 North America Paper Tissue Softener Production (2021-2032)
 - 1.3.5 Europe Paper Tissue Softener Production (2021-2032)
 - 1.3.6 China Paper Tissue Softener Production (2021-2032)
 - 1.3.7 Japan Paper Tissue Softener Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Paper Tissue Softener Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Paper Tissue Softener Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Paper Tissue Softener Demand (2021-2032)
- 2.2 World Paper Tissue Softener Consumption by Region
 - 2.2.1 World Paper Tissue Softener Consumption by Region (2021-2026)
 - 2.2.2 World Paper Tissue Softener Consumption Forecast by Region (2027-2032)
- 2.3 United States Paper Tissue Softener Consumption (2021-2032)
- 2.4 China Paper Tissue Softener Consumption (2021-2032)
- 2.5 Europe Paper Tissue Softener Consumption (2021-2032)
- 2.6 Japan Paper Tissue Softener Consumption (2021-2032)
- 2.7 South Korea Paper Tissue Softener Consumption (2021-2032)
- 2.8 ASEAN Paper Tissue Softener Consumption (2021-2032)
- 2.9 India Paper Tissue Softener Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Paper Tissue Softener Production Value by Manufacturer (2021-2026)

- 3.2 World Paper Tissue Softener Production by Manufacturer (2021-2026)
- 3.3 World Paper Tissue Softener Average Price by Manufacturer (2021-2026)
- 3.4 Paper Tissue Softener Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Paper Tissue Softener Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Paper Tissue Softener in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Paper Tissue Softener in 2025
- 3.6 Paper Tissue Softener Market: Overall Company Footprint Analysis
 - 3.6.1 Paper Tissue Softener Market: Region Footprint
 - 3.6.2 Paper Tissue Softener Market: Company Product Type Footprint
 - 3.6.3 Paper Tissue Softener Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Paper Tissue Softener Production Value Comparison
 - 4.1.1 United States VS China: Paper Tissue Softener Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Paper Tissue Softener Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Paper Tissue Softener Production Comparison
 - 4.2.1 United States VS China: Paper Tissue Softener Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Paper Tissue Softener Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Paper Tissue Softener Consumption Comparison
 - 4.3.1 United States VS China: Paper Tissue Softener Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Paper Tissue Softener Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Paper Tissue Softener Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Paper Tissue Softener Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Paper Tissue Softener Production Value (2021-2026)

4.4.3 United States Based Manufacturers Paper Tissue Softener Production (2021-2026)

4.5 China Based Paper Tissue Softener Manufacturers and Market Share

4.5.1 China Based Paper Tissue Softener Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Paper Tissue Softener Production Value (2021-2026)

4.5.3 China Based Manufacturers Paper Tissue Softener Production (2021-2026)

4.6 Rest of World Based Paper Tissue Softener Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Paper Tissue Softener Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Paper Tissue Softener Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Paper Tissue Softener Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Paper Tissue Softener Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Anionic Type

5.2.2 Cationic Type

5.2.3 Non-Ionic Type

5.3 Market Segment by Type

5.3.1 World Paper Tissue Softener Production by Type (2021-2032)

5.3.2 World Paper Tissue Softener Production Value by Type (2021-2032)

5.3.3 World Paper Tissue Softener Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY SOFTENING MECHANISM

6.1 World Paper Tissue Softener Market Size Overview by Softening Mechanism: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Softening Mechanism

6.2.1 Fiber Surface Lubrication

6.2.2 Fiber Bond Reduction

6.2.3 Surface Film Formation

6.2.4 Fiber Plasticization

6.2.5 Friction Reduction

6.3 Market Segment by Softening Mechanism

6.3.1 World Paper Tissue Softener Production by Softening Mechanism (2021-2032)

6.3.2 World Paper Tissue Softener Production Value by Softening Mechanism
(2021-2032)

6.3.3 World Paper Tissue Softener Average Price by Softening Mechanism
(2021-2032)

7 MARKET ANALYSIS BY CHEMICAL COMPOSITION

7.1 World Paper Tissue Softener Market Size Overview by Chemical Composition: 2021
VS 2025 VS 2032

7.2 Segment Introduction by Chemical Composition

7.2.1 Quaternary Ammonium Softener

7.2.2 Silicone-based Softener

7.2.3 Fatty Acid Ester Softener

7.2.4 Amide Softener

7.2.5 Polyether Softener

7.2.6 Composite Softener

7.2.7 Bio-based Softener

7.3 Market Segment by Chemical Composition

7.3.1 World Paper Tissue Softener Production by Chemical Composition (2021-2032)

7.3.2 World Paper Tissue Softener Production Value by Chemical Composition
(2021-2032)

7.3.3 World Paper Tissue Softener Average Price by Chemical Composition
(2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Paper Tissue Softener Market Size Overview by Application: 2021 VS 2025
VS 2032

8.2 Segment Introduction by Application

8.2.1 Toilet Roll

8.2.2 Kitchen Paper

8.2.3 Facial Tissue

8.2.4 Others

8.3 Market Segment by Application

- 8.3.1 World Paper Tissue Softener Production by Application (2021-2032)
- 8.3.2 World Paper Tissue Softener Production Value by Application (2021-2032)
- 8.3.3 World Paper Tissue Softener Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Buckman

- 9.1.1 Buckman Details
- 9.1.2 Buckman Major Business
- 9.1.3 Buckman Paper Tissue Softener Product and Services
- 9.1.4 Buckman Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.1.5 Buckman Recent Developments/Updates
- 9.1.6 Buckman Competitive Strengths & Weaknesses

9.2 APC Group

- 9.2.1 APC Group Details
- 9.2.2 APC Group Major Business
- 9.2.3 APC Group Paper Tissue Softener Product and Services
- 9.2.4 APC Group Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.2.5 APC Group Recent Developments/Updates
- 9.2.6 APC Group Competitive Strengths & Weaknesses

9.3 Henkel

- 9.3.1 Henkel Details
- 9.3.2 Henkel Major Business
- 9.3.3 Henkel Paper Tissue Softener Product and Services
- 9.3.4 Henkel Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.3.5 Henkel Recent Developments/Updates
- 9.3.6 Henkel Competitive Strengths & Weaknesses

9.4 Mare

- 9.4.1 Mare Details
- 9.4.2 Mare Major Business
- 9.4.3 Mare Paper Tissue Softener Product and Services
- 9.4.4 Mare Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.4.5 Mare Recent Developments/Updates
- 9.4.6 Mare Competitive Strengths & Weaknesses

9.5 Solenis

- 9.5.1 Solenis Details
- 9.5.2 Solenis Major Business
- 9.5.3 Solenis Paper Tissue Softener Product and Services
- 9.5.4 Solenis Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.5.5 Solenis Recent Developments/Updates
- 9.5.6 Solenis Competitive Strengths & Weaknesses
- 9.6 Silitex
 - 9.6.1 Silitex Details
 - 9.6.2 Silitex Major Business
 - 9.6.3 Silitex Paper Tissue Softener Product and Services
 - 9.6.4 Silitex Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Silitex Recent Developments/Updates
 - 9.6.6 Silitex Competitive Strengths & Weaknesses
- 9.7 CHT Group
 - 9.7.1 CHT Group Details
 - 9.7.2 CHT Group Major Business
 - 9.7.3 CHT Group Paper Tissue Softener Product and Services
 - 9.7.4 CHT Group Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 CHT Group Recent Developments/Updates
 - 9.7.6 CHT Group Competitive Strengths & Weaknesses
- 9.8 CHEMIPAZ
 - 9.8.1 CHEMIPAZ Details
 - 9.8.2 CHEMIPAZ Major Business
 - 9.8.3 CHEMIPAZ Paper Tissue Softener Product and Services
 - 9.8.4 CHEMIPAZ Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 CHEMIPAZ Recent Developments/Updates
 - 9.8.6 CHEMIPAZ Competitive Strengths & Weaknesses
- 9.9 Ecolab
 - 9.9.1 Ecolab Details
 - 9.9.2 Ecolab Major Business
 - 9.9.3 Ecolab Paper Tissue Softener Product and Services
 - 9.9.4 Ecolab Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Ecolab Recent Developments/Updates
 - 9.9.6 Ecolab Competitive Strengths & Weaknesses

9.10 Kemira

9.10.1 Kemira Details

9.10.2 Kemira Major Business

9.10.3 Kemira Paper Tissue Softener Product and Services

9.10.4 Kemira Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.10.5 Kemira Recent Developments/Updates

9.10.6 Kemira Competitive Strengths & Weaknesses

9.11 Evonik

9.11.1 Evonik Details

9.11.2 Evonik Major Business

9.11.3 Evonik Paper Tissue Softener Product and Services

9.11.4 Evonik Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.11.5 Evonik Recent Developments/Updates

9.11.6 Evonik Competitive Strengths & Weaknesses

9.12 Croda

9.12.1 Croda Details

9.12.2 Croda Major Business

9.12.3 Croda Paper Tissue Softener Product and Services

9.12.4 Croda Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.12.5 Croda Recent Developments/Updates

9.12.6 Croda Competitive Strengths & Weaknesses

9.13 Hangzhou Hanghua Harima Chemical

9.13.1 Hangzhou Hanghua Harima Chemical Details

9.13.2 Hangzhou Hanghua Harima Chemical Major Business

9.13.3 Hangzhou Hanghua Harima Chemical Paper Tissue Softener Product and Services

9.13.4 Hangzhou Hanghua Harima Chemical Paper Tissue Softener Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.13.5 Hangzhou Hanghua Harima Chemical Recent Developments/Updates

9.13.6 Hangzhou Hanghua Harima Chemical Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Paper Tissue Softener Industry Chain

10.2 Paper Tissue Softener Upstream Analysis

10.2.1 Paper Tissue Softener Core Raw Materials

- 10.2.2 Main Manufacturers of Paper Tissue Softener Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Paper Tissue Softener Production Mode
- 10.6 Paper Tissue Softener Procurement Model
- 10.7 Paper Tissue Softener Industry Sales Model and Sales Channels
 - 10.7.1 Paper Tissue Softener Sales Model
 - 10.7.2 Paper Tissue Softener Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Paper Tissue Softener Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Paper Tissue Softener Production Value by Region (2021-2026) & (USD Million)

Table 3. World Paper Tissue Softener Production Value by Region (2027-2032) & (USD Million)

Table 4. World Paper Tissue Softener Production Value Market Share by Region (2021-2026)

Table 5. World Paper Tissue Softener Production Value Market Share by Region (2027-2032)

Table 6. World Paper Tissue Softener Production by Region (2021-2026) & (Tons)

Table 7. World Paper Tissue Softener Production by Region (2027-2032) & (Tons)

Table 8. World Paper Tissue Softener Production Market Share by Region (2021-2026)

Table 9. World Paper Tissue Softener Production Market Share by Region (2027-2032)

Table 10. World Paper Tissue Softener Average Price by Region (2021-2026) & (US\$/Ton)

Table 11. World Paper Tissue Softener Average Price by Region (2027-2032) & (US\$/Ton)

Table 12. Paper Tissue Softener Major Market Trends

Table 13. World Paper Tissue Softener Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Tons)

Table 14. World Paper Tissue Softener Consumption by Region (2021-2026) & (Tons)

Table 15. World Paper Tissue Softener Consumption Forecast by Region (2027-2032) & (Tons)

Table 16. World Paper Tissue Softener Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Paper Tissue Softener Producers in 2025

Table 18. World Paper Tissue Softener Production by Manufacturer (2021-2026) & (Tons)

Table 19. Production Market Share of Key Paper Tissue Softener Producers in 2025

Table 20. World Paper Tissue Softener Average Price by Manufacturer (2021-2026) & (US\$/Ton)

Table 21. Global Paper Tissue Softener Company Evaluation Quadrant

Table 22. World Paper Tissue Softener Industry Rank of Major Manufacturers, Based

on Production Value in 2025

Table 23. Head Office and Paper Tissue Softener Production Site of Key Manufacturer

Table 24. Paper Tissue Softener Market: Company Product Type Footprint

Table 25. Paper Tissue Softener Market: Company Product Application Footprint

Table 26. Paper Tissue Softener Competitive Factors

Table 27. Paper Tissue Softener New Entrant and Capacity Expansion Plans

Table 28. Paper Tissue Softener Mergers & Acquisitions Activity

Table 29. United States VS China Paper Tissue Softener Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Paper Tissue Softener Production Comparison, (2021 & 2025 & 2032) & (Tons)

Table 31. United States VS China Paper Tissue Softener Consumption Comparison, (2021 & 2025 & 2032) & (Tons)

Table 32. United States Based Paper Tissue Softener Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Paper Tissue Softener Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Paper Tissue Softener Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Paper Tissue Softener Production (2021-2026) & (Tons)

Table 36. United States Based Manufacturers Paper Tissue Softener Production Market Share (2021-2026)

Table 37. China Based Paper Tissue Softener Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Paper Tissue Softener Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Paper Tissue Softener Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Paper Tissue Softener Production, (2021-2026) & (Tons)

Table 41. China Based Manufacturers Paper Tissue Softener Production Market Share (2021-2026)

Table 42. Rest of World Based Paper Tissue Softener Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Paper Tissue Softener Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Paper Tissue Softener Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Paper Tissue Softener Production, (2021-2026) & (Tons)

Table 46. Rest of World Based Manufacturers Paper Tissue Softener Production Market Share (2021-2026)

Table 47. World Paper Tissue Softener Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Paper Tissue Softener Production by Type (2021-2026) & (Tons)

Table 49. World Paper Tissue Softener Production by Type (2027-2032) & (Tons)

Table 50. World Paper Tissue Softener Production Value by Type (2021-2026) & (USD Million)

Table 51. World Paper Tissue Softener Production Value by Type (2027-2032) & (USD Million)

Table 52. World Paper Tissue Softener Average Price by Type (2021-2026) & (US\$/Ton)

Table 53. World Paper Tissue Softener Average Price by Type (2027-2032) & (US\$/Ton)

Table 54. World Paper Tissue Softener Production Value by Softening Mechanism, (USD Million), 2021 & 2025 & 2032

Table 55. World Paper Tissue Softener Production by Softening Mechanism (2021-2026) & (Tons)

Table 56. World Paper Tissue Softener Production by Softening Mechanism (2027-2032) & (Tons)

Table 57. World Paper Tissue Softener Production Value by Softening Mechanism (2021-2026) & (USD Million)

Table 58. World Paper Tissue Softener Production Value by Softening Mechanism (2027-2032) & (USD Million)

Table 59. World Paper Tissue Softener Average Price by Softening Mechanism (2021-2026) & (US\$/Ton)

Table 60. World Paper Tissue Softener Average Price by Softening Mechanism (2027-2032) & (US\$/Ton)

Table 61. World Paper Tissue Softener Production Value by Chemical Composition, (USD Million), 2021 & 2025 & 2032

Table 62. World Paper Tissue Softener Production by Chemical Composition (2021-2026) & (Tons)

Table 63. World Paper Tissue Softener Production by Chemical Composition (2027-2032) & (Tons)

Table 64. World Paper Tissue Softener Production Value by Chemical Composition (2021-2026) & (USD Million)

Table 65. World Paper Tissue Softener Production Value by Chemical Composition

(2027-2032) & (USD Million)

Table 66. World Paper Tissue Softener Average Price by Chemical Composition
(2021-2026) & (US\$/Ton)

Table 67. World Paper Tissue Softener Average Price by Chemical Composition
(2027-2032) & (US\$/Ton)

Table 68. World Paper Tissue Softener Production Value by Application, (USD Million),
2021 & 2025 & 2032

Table 69. World Paper Tissue Softener Production by Application (2021-2026) & (Tons)

Table 70. World Paper Tissue Softener Production by Application (2027-2032) & (Tons)

Table 71. World Paper Tissue Softener Production Value by Application (2021-2026) &
(USD Million)

Table 72. World Paper Tissue Softener Production Value by Application (2027-2032) &
(USD Million)

Table 73. World Paper Tissue Softener Average Price by Application (2021-2026) &
(US\$/Ton)

Table 74. World Paper Tissue Softener Average Price by Application (2027-2032) &
(US\$/Ton)

Table 75. Buckman Basic Information, Manufacturing Base and Competitors

Table 76. Buckman Major Business

Table 77. Buckman Paper Tissue Softener Product and Services

Table 78. Buckman Paper Tissue Softener Production (Tons), Price (US\$/Ton),
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Buckman Recent Developments/Updates

Table 80. Buckman Competitive Strengths & Weaknesses

Table 81. APC Group Basic Information, Manufacturing Base and Competitors

Table 82. APC Group Major Business

Table 83. APC Group Paper Tissue Softener Product and Services

Table 84. APC Group Paper Tissue Softener Production (Tons), Price (US\$/Ton),
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. APC Group Recent Developments/Updates

Table 86. APC Group Competitive Strengths & Weaknesses

Table 87. Henkel Basic Information, Manufacturing Base and Competitors

Table 88. Henkel Major Business

Table 89. Henkel Paper Tissue Softener Product and Services

Table 90. Henkel Paper Tissue Softener Production (Tons), Price (US\$/Ton),
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. Henkel Recent Developments/Updates

Table 92. Henkel Competitive Strengths & Weaknesses

Table 93. Mare Basic Information, Manufacturing Base and Competitors

Table 94. Mare Major Business
Table 95. Mare Paper Tissue Softener Product and Services
Table 96. Mare Paper Tissue Softener Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. Mare Recent Developments/Updates
Table 98. Mare Competitive Strengths & Weaknesses
Table 99. Solenis Basic Information, Manufacturing Base and Competitors
Table 100. Solenis Major Business
Table 101. Solenis Paper Tissue Softener Product and Services
Table 102. Solenis Paper Tissue Softener Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. Solenis Recent Developments/Updates
Table 104. Solenis Competitive Strengths & Weaknesses
Table 105. Silitex Basic Information, Manufacturing Base and Competitors
Table 106. Silitex Major Business
Table 107. Silitex Paper Tissue Softener Product and Services
Table 108. Silitex Paper Tissue Softener Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. Silitex Recent Developments/Updates
Table 110. Silitex Competitive Strengths & Weaknesses
Table 111. CHT Group Basic Information, Manufacturing Base and Competitors
Table 112. CHT Group Major Business
Table 113. CHT Group Paper Tissue Softener Product and Services
Table 114. CHT Group Paper Tissue Softener Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. CHT Group Recent Developments/Updates
Table 116. CHT Group Competitive Strengths & Weaknesses
Table 117. CHEMIPAZ Basic Information, Manufacturing Base and Competitors
Table 118. CHEMIPAZ Major Business
Table 119. CHEMIPAZ Paper Tissue Softener Product and Services
Table 120. CHEMIPAZ Paper Tissue Softener Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 121. CHEMIPAZ Recent Developments/Updates
Table 122. CHEMIPAZ Competitive Strengths & Weaknesses
Table 123. Ecolab Basic Information, Manufacturing Base and Competitors
Table 124. Ecolab Major Business
Table 125. Ecolab Paper Tissue Softener Product and Services
Table 126. Ecolab Paper Tissue Softener Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Ecolab Recent Developments/Updates
Table 128. Ecolab Competitive Strengths & Weaknesses
Table 129. Kemira Basic Information, Manufacturing Base and Competitors
Table 130. Kemira Major Business
Table 131. Kemira Paper Tissue Softener Product and Services
Table 132. Kemira Paper Tissue Softener Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 133. Kemira Recent Developments/Updates
Table 134. Kemira Competitive Strengths & Weaknesses
Table 135. Evonik Basic Information, Manufacturing Base and Competitors
Table 136. Evonik Major Business
Table 137. Evonik Paper Tissue Softener Product and Services
Table 138. Evonik Paper Tissue Softener Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 139. Evonik Recent Developments/Updates
Table 140. Evonik Competitive Strengths & Weaknesses
Table 141. Croda Basic Information, Manufacturing Base and Competitors
Table 142. Croda Major Business
Table 143. Croda Paper Tissue Softener Product and Services
Table 144. Croda Paper Tissue Softener Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 145. Croda Recent Developments/Updates
Table 146. Croda Competitive Strengths & Weaknesses
Table 147. Hangzhou Hanghua Harima Chemical Basic Information, Manufacturing Base and Competitors
Table 148. Hangzhou Hanghua Harima Chemical Major Business
Table 149. Hangzhou Hanghua Harima Chemical Paper Tissue Softener Product and Services
Table 150. Hangzhou Hanghua Harima Chemical Paper Tissue Softener Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 151. Hangzhou Hanghua Harima Chemical Recent Developments/Updates
Table 152. Hangzhou Hanghua Harima Chemical Competitive Strengths & Weaknesses
Table 153. Global Key Players of Paper Tissue Softener Upstream (Raw Materials)
Table 154. Global Paper Tissue Softener Typical Customers
Table 155. Paper Tissue Softener Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Paper Tissue Softener Picture

Figure 2. World Paper Tissue Softener Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Paper Tissue Softener Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Paper Tissue Softener Production (2021-2032) & (Tons)

Figure 5. World Paper Tissue Softener Average Price (2021-2032) & (US\$/Ton)

Figure 6. World Paper Tissue Softener Production Value Market Share by Region (2021-2032)

Figure 7. World Paper Tissue Softener Production Market Share by Region (2021-2032)

Figure 8. North America Paper Tissue Softener Production (2021-2032) & (Tons)

Figure 9. Europe Paper Tissue Softener Production (2021-2032) & (Tons)

Figure 10. China Paper Tissue Softener Production (2021-2032) & (Tons)

Figure 11. Japan Paper Tissue Softener Production (2021-2032) & (Tons)

Figure 12. Paper Tissue Softener Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Paper Tissue Softener Consumption (2021-2032) & (Tons)

Figure 15. World Paper Tissue Softener Consumption Market Share by Region (2021-2032)

Figure 16. United States Paper Tissue Softener Consumption (2021-2032) & (Tons)

Figure 17. China Paper Tissue Softener Consumption (2021-2032) & (Tons)

Figure 18. Europe Paper Tissue Softener Consumption (2021-2032) & (Tons)

Figure 19. Japan Paper Tissue Softener Consumption (2021-2032) & (Tons)

Figure 20. South Korea Paper Tissue Softener Consumption (2021-2032) & (Tons)

Figure 21. ASEAN Paper Tissue Softener Consumption (2021-2032) & (Tons)

Figure 22. India Paper Tissue Softener Consumption (2021-2032) & (Tons)

Figure 23. Producer Shipments of Paper Tissue Softener by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Paper Tissue Softener Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Paper Tissue Softener Markets in 2025

Figure 26. United States VS China: Paper Tissue Softener Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Paper Tissue Softener Production Market Share

Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Paper Tissue Softener Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Paper Tissue Softener Production Market Share 2025

Figure 30. China Based Manufacturers Paper Tissue Softener Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Paper Tissue Softener Production Market Share 2025

Figure 32. World Paper Tissue Softener Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Paper Tissue Softener Production Value Market Share by Type in 2025

Figure 34. Anionic Type

Figure 35. Cationic Type

Figure 36. Non-Ionic Type

Figure 37. World Paper Tissue Softener Production Market Share by Type (2021-2032)

Figure 38. World Paper Tissue Softener Production Value Market Share by Type (2021-2032)

Figure 39. World Paper Tissue Softener Average Price by Type (2021-2032) & (US\$/Ton)

Figure 40. World Paper Tissue Softener Production Value by Softening Mechanism, (USD Million), 2021 & 2025 & 2032

Figure 41. World Paper Tissue Softener Production Value Market Share by Softening Mechanism in 2025

Figure 42. Fiber Surface Lubrication

Figure 43. Fiber Bond Reduction

Figure 44. Surface Film Formation

Figure 45. Fiber Plasticization

Figure 46. Friction Reduction

Figure 47. World Paper Tissue Softener Production Market Share by Softening Mechanism (2021-2032)

Figure 48. World Paper Tissue Softener Production Value Market Share by Softening Mechanism (2021-2032)

Figure 49. World Paper Tissue Softener Average Price by Softening Mechanism (2021-2032) & (US\$/Ton)

Figure 50. World Paper Tissue Softener Production Value by Chemical Composition, (USD Million), 2021 & 2025 & 2032

Figure 51. World Paper Tissue Softener Production Value Market Share by Chemical

Composition in 2025

Figure 52. Quaternary Ammonium Softener

Figure 53. Silicone-based Softener

Figure 54. Fatty Acid Ester Softener

Figure 55. Amide Softener

Figure 56. Polyether Softener

Figure 57. Composite Softener

Figure 58. Bio-based Softener

Figure 59. Bio-based Softener

Figure 60. World Paper Tissue Softener Production Market Share by Chemical Composition (2021-2032)

Figure 61. World Paper Tissue Softener Production Value Market Share by Chemical Composition (2021-2032)

Figure 62. World Paper Tissue Softener Average Price by Chemical Composition (2021-2032) & (US\$/Ton)

Figure 63. World Paper Tissue Softener Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 64. World Paper Tissue Softener Production Value Market Share by Application in 2025

Figure 65. Toilet Roll

Figure 66. Kitchen Paper

Figure 67. Facial Tissue

Figure 68. Others

Figure 69. World Paper Tissue Softener Production Market Share by Application (2021-2032)

Figure 70. World Paper Tissue Softener Production Value Market Share by Application (2021-2032)

Figure 71. World Paper Tissue Softener Average Price by Application (2021-2032) & (US\$/Ton)

Figure 72. Paper Tissue Softener Industry Chain

Figure 73. Paper Tissue Softener Procurement Model

Figure 74. Paper Tissue Softener Sales Model

Figure 75. Paper Tissue Softener Sales Channels, Direct Sales, and Distribution

Figure 76. Methodology

Figure 77. Research Process and Data Source

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