

Global Paper Towels Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Paper Towels market size was valued at USD 14980 million in 2023 and is forecast to a readjusted size of USD 20520 million by 2030 with a CAGR of 4.6% during review period.

A paper towel is an absorbent towel made from tissue paper instead of cloth. Unlike cloth towels, paper towels are disposable and intended to be used only once. Paper towels soak up water because they are loosely woven which enables water to travel between them, even against gravity (capillary effect). Paper towels can be individually packed (as stacks of folded towels or held coiled) or come in rolls. Paper towels have similar purposes to conventional towels, such as drying hands, wiping windows, dusting, and cleaning up spills.

The major players in global Paper Towels market include Procter & Gamble (P&G), SCA, etc. The top 2 players hold about 35% of global shares. North America and Europe are main markets, they occupy over 55% of the global market. Rolled Paper Towels is the main type, with a share about 55%. At Home is the key application, which hold over 65% shares.

The Global Info Research report includes an overview of the development of the Paper Towels industry chain, the market status of At Home (Rolled Paper Towels, Boxed Paper Towels), Away From Home (AFH) (Rolled Paper Towels, Boxed Paper Towels), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Paper Towels.

Regionally, the report analyzes the Paper Towels markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives

and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Paper Towels market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Paper Towels market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Paper Towels industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Rolled Paper Towels, Boxed Paper Towels).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Paper Towels market.

Regional Analysis: The report involves examining the Paper Towels market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Paper Towels market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Paper Towels:

Company Analysis: Report covers individual Paper Towels manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Paper Towels This may involve surveys, interviews, and analysis of

consumer reviews and feedback from different by Application (At Home, Away From Home (AFH)).

Technology Analysis: Report covers specific technologies relevant to Paper Towels. It assesses the current state, advancements, and potential future developments in Paper Towels areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Paper Towels market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Paper Towels market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Rolled Paper Towels

Boxed Paper Towels

Multifold Paper Towels

Market segment by Application

At Home

Away From Home (AFH)

Major players covered

Procter & Gamble (P&G)

SCA

Georgia Pacific

Kimberly-Clark

Cascades

Kruger

Mets? Tissue

Heng An

WEPA

Asaleo Care

C&S Paper

Essendant Inc (Boardwalk)

Oasis Brands

Seventh Generation

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Paper Towels product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Paper Towels, with price, sales, revenue and global market share of Paper Towels from 2019 to 2024.

Chapter 3, the Paper Towels competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Paper Towels breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Paper Towels market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Paper Towels.

Chapter 14 and 15, to describe Paper Towels sales channel, distributors, customers, research findings and conclusion.

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