

Global Paper Towels Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Paper Towels market size is expected to reach \$ 136049 million by 2032, rising at a market growth of 4.4% CAGR during the forecast period (2026-2032).

Paper towels are strictly defined as disposable thin type household paper products made from plant fibers (such as wood pulp, bamboo pulp, grass pulp, etc.) through processes such as pulping, sheet formation, embossing, cutting, etc., and used for human cleaning, household wiping and hygiene protection. They mainly include roll paper, sheet paper, handkerchief paper and kitchen paper. The core of its upstream supply chain is the extraction of forest resources, the production of commercial wood pulp and the supply of paper chemicals (such as wet strength agents, softening agents); the middle stream is the production of original paper for household use and post-processing cutting enterprises; the downstream connects with supermarket retail, convenience stores, e-commerce platforms and large-scale procurement terminals such as restaurants and commercial venues. In 2025, the average market price of the global paper towel segment is expected to be approximately \$0.85 per piece; the global annual sales volume is expected to be 115 billion pieces; the global total production capacity is approximately 140 billion pieces; the industry average profit margin, due to the periodic fluctuations of wood pulp and the influence of brand premiums, usually remains between 8% and 15%.

The future trend of the tissue market is significantly shifting towards 'environmental sustainability' and 'functional refinement'. The proportion of products using non-wood fibers (such as bamboo pulp, dispersible fibers) as raw materials is rapidly increasing, and high-end tissues with additional functions like cream-based skin care, sterilization, and mold prevention have become a profit growth point. The main market drivers include: First, the advancement of global urbanization and the regular enhancement of

consumers' personal hygiene awareness have transformed tissues from simple cleaning tools into essential health protection items. Second, innovations in raw materials, such as the development of zero-carbon paper products throughout their life cycle, align with the global green consumption trend. Third, the diversification of downstream channels, especially the rise of snack vending stores and social e-commerce, has accelerated the rapid increase in the penetration rate of products in the lower market segments.

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

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

Highlights and key features of the study

Global Paper Towels total production and demand, 2021-2032, (Units)

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

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

Global Paper Towels consumption by region & country, CAGR, 2021-2032 & (Units)

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

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

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

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

This report profiles key players in the global Paper Towels 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 Kimberly-Clark, Procter & Gamble (P&G), Essity, Vinda International, Hengan International, APP (Gold Hongye), C&S Paper, Georgia-Pacific, Sofidel Group, Mets? Tissue, 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 Towels market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (USD/Unit) 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 Towels Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Paper Towels Market, Segmentation by Type:

Rolled Paper Towels

Boxed Paper Towels

Multifold Paper Towels

Global Paper Towels Market, Segmentation by Raw Material:

Virgin Wood Pulp

Bamboo Pulp

Recycled Fiber

Global Paper Towels Market, Segmentation by Functional Usage:

Hygiene & Cleaning

Skincare&Infant Care

Heavy Duty Kitchen

Global Paper Towels Market, Segmentation by Application:

Personal Care

Household Daily Hygiene

Kitchen Cooking Support

On-the-go Sanitization

Companies Profiled:

Kimberly-Clark

Procter & Gamble (P&G)

Essity

Vinda International

Hengan International

APP (Gold Hongye)

C&S Paper

Georgia-Pacific

Sofidel Group

Mets? Tissue

Cascades

Unicharm

WEPA Group

Kruger Products

Clearwater Paper

Lee & Man Paper

Sun Paper

Kimberly-Clark de Mexico

Daio Paper

Nippon Paper

Key Questions Answered:

1. How big is the global Paper Towels market?
2. What is the demand of the global Paper Towels market?

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

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