

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

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Abstracts

The global Tissue Paper market size is expected to reach \$ 88040 million by 2032, rising at a market growth of 3.5% CAGR during the forecast period (2026-2032).

Tissue paper refers to disposable paper products primarily used for personal hygiene, commonly used for wiping after using the toilet, hand cleaning, and in everyday life. Its raw materials are mainly wood pulp or recycled fibers, produced through mechanical or chemical pulping, papermaking, and calendering processes. Toilet paper can be categorized by form, including rolls, pull-out sheets, and sheets. It is soft, highly absorbent, and easily biodegradable, making it an indispensable basic consumer product in daily life and public health settings. In 2025, global tissue paper production was approximately 45,564 thousand metric tons, with a unit price of approximately US\$1,478.29 per metric ton and a gross profit margin of approximately 32.29%.

Kimberly-Clark, Essity (from SCA), Procter & Gamble, Georgia-Pacific, Sofidel, Empresas CMPC, Hengan International, APP (Sinar Mas Group), WEPA, Metsa Group, Kruger, Cascades, C & S, ICT Group etc. are the key suppliers in the global Tissue Paper market. Top 5 took up more than 40% of the global market. Kimberly-Clark, Essity (from SCA), Procter & Gamble, Georgia-Pacific, Sofidel etc. which have leading technology and market position, are well-known suppliers around the world. Americas market took up about 39% the global market, while APAC and Europe were about 29%, 26%. Toilet paper, as a crucial component of the global consumer goods market, experiences stable demand and high-frequency replacement. The market size continues to grow as global living standards improve and personal hygiene awareness increases. Particularly in emerging markets such as Asia and Latin America, rapid urbanization, household growth, and the expansion of commerce and services have led to a steady increase in demand for basic household paper products. Meanwhile,

product innovations such as biodegradable and environmentally friendly paper, and antibacterial functional paper, have brought new growth points to the industry. Despite the broad market prospects, the industry also faces significant challenges. Fluctuations in raw material prices, rising energy and water costs, and stricter environmental protection policies all put pressure on companies' production costs and profitability. As a high-energy-consuming industry, the paper industry's profit margins may be compressed against the backdrop of rising energy and water costs. Furthermore, stricter environmental policies and sustainable development issues are also prompting companies to invest more resources in circular materials and green production processes, which may increase operational risks in the short term. From the perspective of downstream demand, household consumption remains the main market force, but demand through commercial channels is also showing an upward trend, especially in scenarios such as hotels, office buildings, and public health facilities, where toilet paper, as a high-frequency consumable, has stable demand. E-commerce channels continue to impact the traditional retail landscape, providing consumers with a wider range of product choices and more transparent price information, driving up the market share of mid-to-high-end products. With consumers' increasing awareness of health and environmental protection, the preference for high-quality, recyclable, and eco-friendly toilet paper has significantly increased, becoming a new growth driver for the future market.

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

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

Highlights and key features of the study

Global Tissue Paper total production and demand, 2021-2032, (K MT)

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

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

Global Tissue Paper consumption by region & country, CAGR, 2021-2032 & (K MT)

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

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

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

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

This report profiles key players in the global Tissue Paper 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, Essity (from SCA), Procter & Gamble, Georgia-Pacific, Sofidel, Empresas CMPC, Asia Pulp & Paper, W?pa, Metsa Group, Kruger, 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 Tissue Paper market

Detailed Segmentation:

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

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Tissue Paper Market, Segmentation by Type:

Toilet Paper

Kitchen & Hand Towels

Napkins

Facial tissues

Others

Global Tissue Paper Market, Segmentation by Material:

Virgin Pulp

Recycled Fiber

Bamboo/Alternative Fiber

Others

Global Tissue Paper Market, Segmentation by Distribution Channel:

Supermarket/Hypermarket

Online E-Commerce

Wholesale/Distribution

Others

Global Tissue Paper Market, Segmentation by Application:

At Home(AH)

Away from Home(AFH)

Companies Profiled:

Kimberly-Clark

Essity (from SCA)

Procter & Gamble

Georgia-Pacific

Sofidel

Empresas CMPC

Asia Pulp & Paper

Wipac

Metsa Group

Kruger

Cascades

C&S Paper

ICT Group

Vinda International(RGE Group)

Gold Hongye Paper Group Co.,Ltd

Zhongshun Jierou

Hengan International

Key Questions Answered:

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

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