

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

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Abstracts

The global Tissue Towel market size is expected to reach \$ 17250 million by 2032, rising at a market growth of 1.4% CAGR during the forecast period (2026-2032).

The Tissue Towel includes paper towel (or kitchen paper) and hand paper towels for hotel/hospital/airport/restaurants use. They are absorbent towel made from tissue paper instead of cloth. Unlike cloth towels, paper towels are disposable and intended to be used only once.

North America is the largest region of Tissue Towel, with a market share about 35%, followed by Europe and Asia-Pacific, etc. Kimberly-Clark, Procter & Gamble, SCA, APP and Sofidel are the top 5 manufacturers of industry, and they had about 45% combined market share.

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

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

Highlights and key features of the study

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

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

Global Tissue Towel production by region & country, production, value, CAGR,

2021-2032, (USD Million) & (K MT), (based on production site)

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

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

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

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

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

This report profiles key players in the global Tissue Towel 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, SCA, APP, Hengan, Vinda, Asaleo Care, Sofidel, Georgia-Pacific, WEPA, 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 Towel 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 Towel Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Tissue Towel Market, Segmentation by Type:

Roll Towel

Single-folded

Multi-folded

Global Tissue Towel Market, Segmentation by Application:

Residential

Commercial

Companies Profiled:

Kimberly-Clark

Procter & Gamble

SCA

APP

Hengan

Vinda

Asaleo Care

Sofidel

Georgia-Pacific

WEPA

Metsa Tissue

CMPC Tissue

KP Tissue

Cascades

Key Questions Answered:

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

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