

Global Tissue Towel 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 Tissue Towel market size was valued at USD 15080 million in 2023 and is forecast to a readjusted size of USD 16560 million by 2030 with a CAGR of 1.3% during review period.

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.

The Global Info Research report includes an overview of the development of the Tissue Towel industry chain, the market status of Residential (Roll Towel, Single-folded), Commercial (Roll Towel, Single-folded), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Tissue Towel.

Regionally, the report analyzes the Tissue Towel 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 Tissue Towel market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Tissue Towel 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 Tissue Towel 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 MT), revenue generated, and market share of different by Type (e.g., Roll Towel, Single-folded).

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 Tissue Towel market.

Regional Analysis: The report involves examining the Tissue Towel 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 Tissue Towel market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Tissue Towel:

Company Analysis: Report covers individual Tissue Towel 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 Tissue Towel This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Residential, Commercial).

Technology Analysis: Report covers specific technologies relevant to Tissue Towel. It

assesses the current state, advancements, and potential future developments in Tissue Towel areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Tissue Towel 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

Tissue Towel 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

Roll Towel

Single-folded

Multi-folded

Market segment by Application

Residential

Commercial

Major players covered

Kimberly-Clark

Procter & Gamble

SCA

APP

Hengan

Vinda

Asaleo Care

Sofidel

Georgia-Pacific

WEPA

Metsa Tissue

CMPC Tissue

KP Tissue

Cascades

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 Tissue Towel product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Tissue Towel 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 Tissue Towel 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 Tissue Towel.

Chapter 14 and 15, to describe Tissue Towel sales channel, distributors, customers, research findings and conclusion.

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