

Global Toilet Paper 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 Toilet Paper market size was valued at USD 40410 million in 2023 and is forecast to a readjusted size of USD 54280 million by 2030 with a CAGR of 4.3% during review period.

Toilet paper, sometimes called toilet tissue in Britain, is a Toilet Paper product primarily used to clean the anus and surrounding area of fecal material after defecation and to clean the perineal area of urine after urination or other bodily fluid releases. It also acts as a layer of protection for the hands during these processes. It is usually supplied as a long strip of perforated paper wrapped around a paperboard core for storage in a dispenser near a toilet. Most modern toilet paper in the developed world is designed to decompose in septic tanks, whereas some other bathroom and facial tissues are not. Toilet paper comes in various numbers of plies (layers of thickness), from one- to six-ply, with more back-to-back plies providing greater strength and absorbency.

The industry's leading producers are Procter & Gamble, Kimberly-Clark and Georgia-Pacific, with revenues of 8.53%, 10.02% and 5.45%, respectively, in 2019.

The Global Info Research report includes an overview of the development of the Toilet Paper industry chain, the market status of Household (Pulp Paper, Recycled Paper), Commercial (Pulp Paper, Recycled Paper), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Toilet Paper.

Regionally, the report analyzes the Toilet Paper 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 Toilet

Paper market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Toilet Paper 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 Toilet Paper 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 (Kiloton), revenue generated, and market share of different by Type (e.g., Pulp Paper, Recycled Paper).

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 Toilet Paper market.

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

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

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

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Toilet Paper 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

Toilet Paper 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

Pulp Paper

Recycled Paper

Market segment by Application

Household

Commercial

Major players covered

Procter & Gamble

Kimberly-Clark

Georgia-Pacific

Metsa Group

Essity (from SCA)

Oji Holdings

Cascades

Sofidel

Resolute (Atlas Toilet Papers)

First Quality

Clearwater

Irving

Kruger

WEPA

Empresas CMPC

Hengan Group

APP (Sinar Mas Group)

C & S Paper

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 Toilet Paper product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Toilet Paper 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 Toilet Paper 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 Toilet Paper.

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

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