

Global Toilet Paper Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Toilet Paper market size was valued at US\$ 44100 million in 2024 and is forecast to a readjusted size of USD 59390 million by 2031 with a CAGR of 4.4% 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.

This report is a detailed and comprehensive analysis for global Toilet Paper market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Toilet Paper market size and forecasts, in consumption value (\$ Million), sales quantity (Kiloton), and average selling prices (US\$/Ton), 2020-2031

Global Toilet Paper market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Kiloton), and average selling prices (US\$/Ton), 2020-2031

Global Toilet Paper market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Kiloton), and average selling prices (US\$/Ton), 2020-2031

Global Toilet Paper market shares of main players, shipments in revenue (\$ Million), sales quantity (Kiloton), and ASP (US\$/Ton), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Toilet Paper
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Toilet Paper market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Procter & Gamble, Kimberly-Clark, Georgia-Pacific, Metsa Group, Essity (from SCA), Oji Holdings, Cascades, Sofidel, Resolute (Atlas Toilet Papers), First Quality, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Toilet Paper market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

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 quantity, revenue, and global market share of Toilet Paper from 2020 to 2025.

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 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

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 2020 to 2025. and Toilet Paper market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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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