

B2B Hygienic Paper Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

<https://marketpublishers.com/r/B43791BED18BEN.html>

Date: November 2024

Pages: 230

Price: US\$ 4,850.00 (Single User License)

ID: B43791BED18BEN

Abstracts

The Global B2B Hygienic Paper Market reached USD 128.1 billion to grow at a CAGR of 4.6% from 2024 to 2032. This growth is strongly influenced by increasing hygiene awareness across sectors like healthcare, hospitality, and food services. The emphasis on cleanliness and disease prevention, particularly in the wake of COVID-19, has spurred demand for essential hygienic paper products—such as tissue papers, hand towels, and wipes—across workplaces and public spaces.

The market is categorized by product type into toilet paper, facial tissues, paper towels, napkins, wet wipes, and other items. Toilet paper generated USD 40.9 billion in revenue in 2023 and is projected to grow at a 5% CAGR through the forecast period. Its high demand stems from its necessity across high-traffic sectors like hospitality and healthcare, where bulk purchases are critical for maintaining hygiene standards.

Distribution channels for B2B hygienic paper are divided into direct and indirect sales. Indirect sales dominate the market, representing 68.4% of the total share, and are forecasted to grow at a 4.8% CAGR. This preference is attributed to the wide-reaching networks of distributors, wholesalers, and resellers, crucial in expanding market access, especially in areas without direct sales infrastructure. Additionally, indirect channels appeal to cost-conscious buyers by leveraging bulk purchasing to offer competitive pricing and flexible payment terms.

The U.S. leads the B2B hygienic paper market, accounting for 75.7% of the region's share in 2023, and is anticipated to grow at a CAGR of 4.5% through 2032. The diverse industry landscape in the U.S., encompassing healthcare, hospitality, and food services, contributes significantly to the demand for hygienic paper products. The healthcare

sector, in particular, with its vast network of hospitals, clinics, and long-term care facilities, maintains high demand driven by stringent hygiene and sanitation standards.

Overall, the B2B hygienic paper market is expanding as industries worldwide adopt higher hygiene standards. Indirect sales channels and essential items like toilet paper support the market's continued growth trajectory.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021-2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Rising hygiene awareness
 - 3.6.1.2 Sustainability concerns
 - 3.6.1.3 Expansion of distribution channels
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Rising raw material costs

- 3.6.2.2 Environmental concerns related to deforestation and waste generation
- 3.7 Growth potential analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021-2032 (USD BILLION)

- 5.1 Key trends
- 5.2 Toilet paper
 - 5.2.1 Single ply
 - 5.2.2 Double ply
 - 5.2.3 Others (triple ply, etc.)
- 5.3 Facial tissues
- 5.4 Paper towels
 - 5.4.1 Roll towels
 - 5.4.2 Folded towels
 - 5.4.3 Others (center-pull towels, etc.)
- 5.5 Napkins
- 5.6 Wet wipes
- 5.7 Others (medicinal paper, kitchen paper, etc.)

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY SOURCE, 2021-2032 (USD BILLION)

- 6.1 Key trends
- 6.2 Virgin pulp
- 6.3 Recycled paper

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PRICING, 2021-2032 (USD BILLION)

7.1 Key trends

7.2 Low

7.3 Medium

7.4 High

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY END USE INDUSTRY, 2021-2032 (USD BILLION)

8.1 Key trends

8.2 Healthcare

8.3 HoReCa

8.4 Corporate offices

8.5 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD BILLION)

9.1 Key trends

9.2 Direct

9.3 Indirect

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD BILLION)

10.1 Key trends

10.2 North America

10.2.1 U.S.

10.2.2 Canada

10.3 Europe

10.3.1 UK

10.3.2 Germany

10.3.3 France

10.3.4 Italy

10.3.5 Spain

10.3.6 Russia

10.4 Asia Pacific

10.4.1 China

10.4.2 India

10.4.3 Japan

- 10.4.4 South Korea
- 10.4.5 Australia
- 10.4.6 Indonesia
- 10.5 Latin America
 - 10.5.1 Brazil
 - 10.5.2 Mexico
 - 10.5.3 Argentina
- 10.6 MEA
 - 10.6.1 South Africa
 - 10.6.2 Saudi Arabia
 - 10.6.3 UAE

CHAPTER 11 COMPANY PROFILES

- 11.1 Asia Pulp & Paper (APP)
- 11.2 Cascades
- 11.3 CMPC Tissue
- 11.4 Essity
- 11.5 Georgia-Pacific
- 11.6 Hengan International
- 11.7 Kimberly-Clark
- 11.8 Kruger
- 11.9 Metsa Tissue
- 11.10 Procter & Gamble (P&G)
- 11.11 Renova
- 11.12 SCA (Svenska Cellulosa Aktiebolaget)
- 11.13 Sofidel
- 11.14 The Navigator Company
- 11.15 WEPA

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