

Facial Tissues Market Size, Share & Trends Analysis Report By Type (Regular, Infused), By Packaging (Box, Packet), By Ply Count (1-Ply, 2-Ply), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Facial Tissues Market Growth & Trends

The global facial tissues market size is expected to reach USD 10.28 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 4.4% from 2025 to 2030. This growth is attributed to various factors, including increasing consumer awareness about hygiene and cleanliness, which has led to a surge in demand for personal care products like facial tissues.

The growth of the market is significantly driven by rising disposable incomes, particularly in emerging economies. As consumers experience increased purchasing power, there is a notable shift towards premium and convenience-oriented products, including facial tissues.

Furthermore, the heightened prevalence of allergies and respiratory conditions has amplified the demand for facial tissues as an essential hygiene solution to mitigate exposure to allergens and maintain cleanliness. The market also benefits from continuous product innovations, such as the development of tissues with enhanced attributes, including superior softness, lotion infusion, and antibacterial properties. These advancements not only elevate the user experience but also broaden the functional applications of facial tissues beyond conventional uses.

Another contributing factor is the growing urbanization and changing lifestyles, which have led to an increased preference for on-the-go and disposable hygiene

products. The convenience offered by facial tissues makes them a popular choice for people leading busy lives. Furthermore, the COVID-19 pandemic has heightened the importance of hygiene and cleanliness, further boosting the demand for facial tissues as essential items for personal and public health.

Facial Tissues Market Report Highlights

Demand for infused facial tissues is projected to grow significantly from 2025 to 2030. With an increasing focus on skincare and health, infused facial tissues that provide additional care are likely to gain traction. For instance, tissues infused with soothing agents can help reduce skin irritation and provide a more comfortable experience.

The sale of facial tissues in the box dominated the market in 2024. Boxed facial tissues offer a convenient and easy-to-use packaging solution that appeals to consumers. The ability to quickly access tissue from a box without any fuss makes it a popular choice for households, offices, and other settings.

2-ply facial tissues are expected to grow significantly over the forecast period. 2-ply facial tissues offer a balance of strength and softness, making them a preferred choice for consumers who seek durability without compromising on comfort. The added layer ensures that the tissues are more effective in absorbing moisture and handling multiple uses.

Sales of facial tissues through e-commerce channels are expected to grow significantly from 2025 to 2030. The ongoing digital transformation and increasing internet penetration in both urban and rural areas are facilitating the growth of e-commerce. As more consumers gain access to the internet and become familiar with online shopping, the demand for facial tissues through e-commerce is set to rise.

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