

Household Paper Market Size, Share & Trends Analysis Report By Type (Paper Towels, Kitchen Rolls, Table Napkins), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 - 2028

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Abstracts

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Household Paper Market Growth & Trends

The global household paper market size is expected to reach USD 55.37 billion by 2028, registering a CAGR of 3.9% over the forecast period, according to a new report by Grand View Research, Inc. The growing awareness among consumers regarding hygiene and cleanliness is propelling the demand for household paper products.

Rising awareness about deforestation due to the production of paper pulp has directed to a dilemma amongst household paper consumers about its usage. However, various major manufacturers are focusing constantly on alternative ways to lower the liability on paper pulp derived from cutting trees and to use reprocessed fibers as an initiative to manufacture paper products. This initiative encourages millennials to foster the demand for recycled household paper products thereby propelling the market growth over the forecast timeframe.

The growing infrastructural developments related to distribution channel in emerging markets is anticipated to offer easy access and market penetration to such essential commodities. Increasing preferences of citizens towards the safety, cleanliness, and sanitization habits considering the pandemic situation and awareness about the health. Similarly, owing to the COVID-19 pandemic effect, consumers' preferences have

shifted towards the online buying methods for daily essential products, which further are anticipated to propel the global household paper industry growth.

Rising health consciousness among consumers regarding infectious allergies and diseases has been a major boosting factor for the industry's growth. The market has shown significant growth over the last few years owing to increased concerns about cleanliness and hygiene. Additionally, increasing advergence amongst the health-conscious consumers generates an opportunity over the forecast period. Also increased focus on disposable garbage, safe storage of food, and cleanliness of sanitary are some of the prime factors for the growth of household paper products during the forecast period.

Kitchen rolls type segment contributed a share of more than 55% in the global market revenue in 2021a due to its increasing demand. Kitchen towels per capita consumption is higher in developed regions such as North America and Europe as compared to developing regions. Kitchen rolls are more hygienic, reusable, and degradable compared to cotton rolls used in the kitchens and are eco-friendly. Thus, all these factors are likely to propel the growth of this segment over the forecast period.

The Asia Pacific holds the highest market share of more than 35% of the global market owing to the majority of household paper product production and utilization. A rising population with increasing awareness about health resulted into increased consumption of household paper in this region. Additionally, the increasing working population along with purchasing power and rising disposable income of the middle class in this region are propelling the growth of this market. Growing demand for kitchen roll products in this region is further projected to boost the growth of this market in the coming years.

Household Paper Market Report Highlights

North America is expected to register the fastest growth of 4.7% CAGR from 2022 to 2028 owing to the rising consumption of household paper products per capita in countries such as the U.S. and Canada.

Kitchen rolls type segment contributed to the highest share of over 55% in the global revenue in 2021 due to rising demand from developed countries.

Offline distribution channel held the largest share in 2021 and contributed more than 80% of the total revenue due to the development of the retail sector across emerging economies across the globe.

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