

Printed Tissue Paper Market Size, Share & Trends Analysis Report By Product (Toilet Paper, Napkin, Facial Tissue, Kitchen Tissue), By Distribution Channel, By End-use (Household, Commercial), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Printed Tissue Paper Market Growth & Trends

The global printed tissue paper market size is expected to reach USD 1,106.7 million by 2030, registering a CAGR of 4.7% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market is expected to witness considerable growth owing to rising adoption of hygienic products and replacement of conventional products for personal care.

Growing use of tissue papers has driven the manufacturers to introduce specialty products to retain the large customer base from inclining to other substitutes. Therefore, companies such as PaperMart, JukeboxPrint, and Noissues are coming up with customized printed tissue papers in order to target the premium customers with higher disposable income.

Facial tissue is expected to be the fastest growing category owing to the high consumption of the product by females. This is on account of the better hygiene and personal care level of the females in comparison to the male crowd. In addition, females are more inclined towards usage of new and trendy products in order to convey a style statement to the society. Moreover, new product innovation with better features including antioxidant, alcohol clean, and charcoal cleaning are anticipated to augment the product

demand in the near future.

The supermarkets/hypermarkets generated a revenue of USD 293.4 million in 2018 and is anticipated to witness significant growth from 2019 to 2025. This segment is popular owing to its benefits such as providing the consumers an advantage of scanning the product before purchase that influences their buying decision. Moreover, availability of a wide range of products offered by different brands enables consumers to compare between each brand.

The layout of this distribution channel and discounts by the leading brands have also increased the sales volume in the supermarket and hypermarket medium. The organized retail sectors have been driving the printed tissue paper market by providing ample space and visibility for the existing and new brands to offer their products.

Furthermore, the household and commercial sectors use the customized tissue paper and related products offered by companies including toilet tissues and napkins in order to portray a higher standard of living and services. This is expected to open new segments for the companies. Therefore, the market is expected to witness significant growth in the developing countries including India, China, and Bangladesh on account of adoption of western standards of living and hygiene.

Printed Tissue Paper Market Report Highlights

Based on products, the toilet paper segment dominated the global printed tissue paper industry with a revenue share of 25.5% in 2024. This product has experienced significant demand from a large number of household users and commercial users.

Supermarkets & hypermarkets dominated the global printed tissue paper industry in 2024. The availability of this product through supermarkets and hypermarkets primarily attracts many existing customers.

The commercial segment held the largest revenue share of the global printed tissue paper market in 2024. The commercial use is primarily driven by industries such as tourism & hospitality, facility management, healthcare, homecare, government, and others.

Asia Pacific dominated the global printed tissue paper market with a revenue share of 33.4% in 2024.

North America tissue paper industry is expected to experience the highest CAGR from 2025 to 2030.

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