

# Tissue Paper Market Size, Share & Trend Analysis Report By Application (At Home, Away From Home), By Product Type (Paper Tissues, Wet Wipes, Facial Tissue), By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2028

<https://marketpublishers.com/r/T5BF60FFCA42EN.html>

Date: May 2022

Pages: 78

Price: US\$ 3,950.00 (Single User License)

ID: T5BF60FFCA42EN

## Abstracts

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### Tissue Paper Market Growth & Trends

The global tissue paper market size is expected to reach USD 26.23 Billion by 2028, registering a CAGR of 3.3% from 2022 to 2028, according to a new report by Grand View Research, Inc. The growing demand for biodegradable and environment-friendly tissue paper products across the globe is expected to foster the growth of this market in the coming years.

Various governments' promotional campaigns and programs about cleanliness and hygiene are providing awareness regarding personal care among people and thus generating demand for tissue paper products. Additionally, the flourishing hospitality and tourism industry along with the rising working-class population around the globe is anticipated to augment the demand for tissue paper products. All these factors are expected to drive the growth of the global market during the forecast period.

Major market players are introducing specialized tissue paper such as designed, glazed, and high-end decorative for various usages. Furthermore, rising advancements in the manufacturing of tissue paper technology have empowered manufacturers to improve and develop product patterns and designs. Such innovations are aimed at fulfilling consumers changing preferences towards tissue paper products and modifying

the existing products.

At home application segment contributed to the highest share of 75% of the global market revenue in 2021. Increasing awareness regarding cleanliness and personal hygiene among the consumers is driving the growth of this segment over the forecast period. Also growing usage of facial and wet wipes at home is also expected to drive this segment's growth

Paper tissues (made from pulp) product type segment contributed a share of more than 40% in 2021 due to its increasing demand. The rising utilization of paper tissues for the general purposes of cleanliness at home is expected to drive the growth of the paper tissues segment during the forecast period.

The Asia Pacific holds the majority of industry share of over 30% in 2021 owing to majority of tissue paper utilization done in the region. Furthermore, the rising disposable income of the middle-class population and changing lifestyles in developing countries are propelling the growth of this market. The growing demand for facial tissues and wet wipes among millennials in this region is also expected to drive the growth of this market in the coming years. Also, an increasing chain of hotels and restaurants is propelling the growth of this market as paper tissues are widely utilized during the serving of food in hotels.

### Tissue Paper Market Report Highlights

North America is expected to register the fastest growth of 3.9% CAGR from 2022 to 2028 owing to rising demand for eco-friendly and sustainable products.

The paper tissue product type segment contributed to the highest share of 40% in the global revenue in 2021 due to rising utilization of paper tissue in developed regions.

The offline distribution channel held the largest share in 2021 and contributed more than 80% of the total revenue due to the flourishing organized retail sector in developing regions.

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