

The 2023 Report on Commercial Tissues, Wipes, and Hygiene Products: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of commercial tissues, wipes, and hygiene products as including all commonly understood products falling within this broad category, such as bulk tissues made from paper which may have been enhanced with lotion, aloe, or other ingredients and which are intended for use in health care facilities, schools, hotels, and other businesses or institutions; pretreated wipes used in health care facilities for cleansing patients and for sterilizing medical equipment and appliances, electrostatic wipes for cleaning computers and optical equipment, industrial foodservice cleaning wipes, and other specialized industrial wipes; undergarments and pads used by adults while they are admitted in hospitals, nursing homes, and other care facilities to protect against leakage caused by bladder and bowel incontinence and excluding retail brands of incontinence products; paper napkins and tablecloths for use in hotels, restaurants, hospitals, and other businesses or institutions; recycled, white, colored, scented, and unscented paper towel rolls and paper towel packs for use in hotels, offices, hospitals, schools, public restrooms, restaurants, and other institutions and businesses; and recycled, white, colored, scented, and unscented toilet tissue in rolls or sheets for use in hotels, offices, hospitals, schools, public restrooms, restaurants, and other institutions

and businesses, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include ACTICUF, Boardwalk, Georgia-Pacific, Kimberly Clark, Marcal, MoliMed, Scott, and Tork. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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