

Kitchen Towel Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global kitchen towel market size reached US\$ 16.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 23.5 Billion by 2028, exhibiting a growth rate (CAGR) of 6.31% during 2023-2028.

A kitchen towel is a multi-functional product which is employed for a wide range of purposes, such as drying hands, keeping the kitchen spotless, and cleaning dishes, knives, cutting boards and other kitchen items. It is mainly manufactured by utilizing cotton that helps in drawing out and absorbing moisture through direct contact and withstanding repeated usage and washing. Besides this, it is also used for holding hot utensils while serving, including plates, bowls, and dishes. They are currently available in a wide variety, aligning with the taste and preferences of consumers.

With rapid urbanization, inflating per capita incomes and the improving standards of living, consumers around the world are spending on home care products, such as kitchen towels, which is propelling the growth of the market. Apart from this, manufacturers have launched a massive range of hand-knitted and crochet towels to expand their existing product portfolio. They are also utilizing advanced technologies, including Through Air Dried (TAD), to produce kitchen towels that are softer and more absorbent. These towels are mainly manufactured using the conventional Light Dry Crepe (LDC) technology. In addition to this, origami non-woven kitchen towels are gaining traction among consumers as they can be washed easily and are efficient in cleaning wet surfaces.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global kitchen towel market report, along with forecasts at the global and regional level from

2023-2028. Our report has categorized the market based on product type, end-use sector and distribution channel.

Breakup by Product Type:

Cloth-Based

Paper-Based

At present, cloth-based kitchen towels represent the most preferred product.

Breakup by End-Use Sector:

Commercial

Residential

The commercial sector exhibits a clear dominance in the market.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Specialty Stores

Online Stores

Others

Supermarkets and hypermarkets account for the majority of the total market share.

Regional Insights:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

On the geographical front, North America enjoys the leading position in the market.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with

the detailed profiles of the major players operating in the industry. Some of these players are:

Kimberly-Clark Corporation
Koch Industries, Inc.
Procter and Gamble Corporation
Wausau Paper Corp. (Tork US)
Accrol Group Holdings Plc
Aldar Tissues Ltd.
Renova FPA SA
Rodriquez Pty. Ltd
Towel Depot, Inc.
WEPA Professional GmbH

Key Questions Answered in This Report

1. What was the size of the global kitchen towel market in 2022?
2. What is the expected growth rate of the global kitchen towel market during 2023-2028?
3. What are the key factors driving the global kitchen towel market?
4. What has been the impact of COVID-19 on the global kitchen towel market?
5. What is the breakup of the global kitchen towel market based on product type?
6. What is the breakup of the global kitchen towel market based on the end-use sector?
7. What is the breakup of the global kitchen towel market based on the distribution channel?
8. What are the key regions in the global kitchen towel market?
9. Who are the key players/companies in the global kitchen towel market?

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