

Kitchen Towel Market Report by Product Type (Cloth-Based, Paper-Based), End-Use Sector (Commercial, Residential), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online Stores, and Others), and Region 2024-2032

<https://marketpublishers.com/r/K1182524283FEN.html>

Date: January 2024

Pages: 141

Price: US\$ 3,899.00 (Single User License)

ID: K1182524283FEN

Abstracts

The global kitchen towel market size reached US\$ 17.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 28.6 Billion by 2032, exhibiting a growth rate (CAGR) of 5.7% during 2024-2032.

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 2024-2032. 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 2023?
2. What is the expected growth rate of the global kitchen towel market during 2024-2032?
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?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL KITCHEN TOWEL MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by End-Use Sector
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Breakup by Region
- 5.8 Market Forecast
- 5.9 SWOT Analysis
 - 5.9.1 Overview
 - 5.9.2 Strengths
 - 5.9.3 Weaknesses

- 5.9.4 Opportunities
- 5.9.5 Threats
- 5.10 Value Chain Analysis
 - 5.10.1 Overview
 - 5.10.2 Raw Material Procurement
 - 5.10.3 Manufacturing
 - 5.10.4 Marketing
 - 5.10.5 Distribution
 - 5.10.6 End-Use
- 5.11 Porters Five Forces Analysis
 - 5.11.1 Overview
 - 5.11.2 Bargaining Power of Buyers
 - 5.11.3 Bargaining Power of Suppliers
 - 5.11.4 Degree of Competition
 - 5.11.5 Threat of New Entrants
 - 5.11.6 Threat of Substitutes
- 5.12 Price Analysis
 - 5.12.1 Key Price Indicators
 - 5.12.2 Price Structure
 - 5.12.3 Margin Analysis

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Cloth-Based
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Paper-Based
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Supermarkets and Hypermarkets
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Convenience Stores
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Specialty Stores

- 7.3.1 Market Trends
- 7.3.2 Market Forecast
- 7.4 Online Stores
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 Others
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast

8 MARKET BREAKUP BY END-USE SECTOR

- 8.1 Commercial
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Residential
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Europe
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Asia Pacific
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Middle East and Africa
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 Latin America
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast

10 KITCHEN TOWEL MANUFACTURING PROCESS

- 10.1 Product Overview

- 10.2 Raw Material Requirements
- 10.3 Manufacturing Process
- 10.4 Key Success and Risk Factors

11 COMPETITIVE LANDSCAPE

- 11.1 Market Structure
- 11.2 Key Players
- 11.3 Profiles of Key Players
 - 11.3.1 Kimberly-Clark Corporation
 - 11.3.2 Koch Industries, Inc.
 - 11.3.3 Procter and Gamble Corporation
 - 11.3.4 Wausau Paper Corp. (Tork US)
 - 11.3.5 Accrol Group Holdings Plc
 - 11.3.6 Aldar Tissues Ltd.
 - 11.3.7 Renova FPA SA
 - 11.3.8 Rodriguez Pty. Ltd
 - 11.3.9 Towel Depot, Inc.
 - 11.3.10 WEPA Professional GmbH

List Of Tables

LIST OF TABLES

Table 1: Global: Kitchen Towel Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Kitchen Towel Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: Global: Kitchen Towel Market Forecast: Breakup by End-Use Sector (in Million US\$), 2024-2032

Table 4: Global: Kitchen Towel Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: Global: Kitchen Towel Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Kitchen Towel Manufacturing: Raw Material Requirements

Table 7: Global: Kitchen Towel Market: Competitive Structure

Table 8: Global: Kitchen Towel Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Kitchen Towel Market: Major Drivers and Challenges

Figure 2: Global: Kitchen Towel Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Kitchen Towel Market: Breakup by Product Type (in %), 2023

Figure 4: Global: Kitchen Towel Market: Breakup by End-Use Sector (in %), 2023

Figure 5: Global: Kitchen Towel Market: Breakup by Distribution Channel (in %), 2023

Figure 6: Global: Kitchen Towel Market: Breakup by Region (in %), 2023

Figure 7: Global: Kitchen Towel Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 8: Kitchen Towel Market: Price Structure

Figure 9: Global: Kitchen Towel Industry: SWOT Analysis

Figure 10: Global: Kitchen Towel Industry: Value Chain Analysis

Figure 11: Global: Kitchen Towel Industry: Porter's Five Forces Analysis

Figure 12: Global: Kitchen Towel (Cloth-Based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Kitchen Towel (Cloth-Based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Kitchen Towel (Paper-Based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Kitchen Towel (Paper-Based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Kitchen Towel Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2018 & 2023

Figure 17: Global: Kitchen Towel Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2024-2032

Figure 18: Global: Kitchen Towel Market: Sales through Convenience Stores (in Million US\$), 2018 & 2023

Figure 19: Global: Kitchen Towel Market Forecast: Sales through Convenience Stores (in Million US\$), 2024-2032

Figure 20: Global: Kitchen Towel Market: Sales through Specialty Stores (in Million US\$), 2018 & 2023

Figure 21: Global: Kitchen Towel Market Forecast: Sales through Specialty Stores (in Million US\$), 2024-2032

Figure 22: Global: Kitchen Towel Market: Sales through Online Stores (in Million US\$), 2018 & 2023

Figure 23: Global: Kitchen Towel Market Forecast: Sales through Online Stores (in

Million US\$), 2024-2032

Figure 24: Global: Kitchen Towel Market: Sales through Other Distribution Channels (in Million US\$), 2018 & 2023

Figure 25: Global: Kitchen Towel Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2024-2032

Figure 26: Global: Kitchen Towel Market (in Commercial Sector): Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Kitchen Towel Market Forecast (Commercial Sector): Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Kitchen Towel Market (in Residential Sector): Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Kitchen Towel Market Forecast (in Residential Sector): Sales Value (in Million US\$), 2024-2032

Figure 30: North America: Kitchen Towel Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: North America: Kitchen Towel Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Europe: Kitchen Towel Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Europe: Kitchen Towel Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Asia Pacific: Kitchen Towel Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Asia Pacific: Kitchen Towel Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Middle East and Africa: Kitchen Towel Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Middle East and Africa: Kitchen Towel Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Latin America: Kitchen Towel Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Latin America: Kitchen Towel Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Kitchen Towel Manufacturing: Detailed Process Flow

I would like to order

Product name: Kitchen Towel Market Report by Product Type (Cloth-Based, Paper-Based), End-Use Sector (Commercial, Residential), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online Stores, and Others), and Region 2024-2032

Product link: <https://marketpublishers.com/r/K1182524283FEN.html>

Price: US\$ 3,899.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/K1182524283FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970