

2018 Top 5 Paper Towels Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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Abstracts

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A paper towel is an absorbent towel made from tissue paper instead of cloth. Unlike cloth towels, paper towels are disposable and intended to be used only once. Paper towels soak up water because they are loosely woven which enables water to travel between them, even against gravity (capillary effect). Paper towels can be individually packed (as stacks of folded towels or held coiled) or come in rolls. Paper towels have similar purposes to conventional towels, such as drying hands, wiping windows, dusting, and cleaning up spills.

The market for paper towel is fragmented with players such as Procter & Gamble (P&G), SCA, Georgia Pacific, Kimberly-Clark, Cascades, Kruger, Metsä Tissue, Heng An, WEPA, Asaleo Care, C&S Paper, Essendant Inc (Boardwalk), Oasis Brands, Seventh Generation, and so on. Among them, Procter & Gamble (P&G) is the global leading supplier.

On the basis of type, the paper towel market is segmented into rolled paper towels, boxed paper towels, and multifold paper towel. The rolled paper towels segment is expected to account for the larger share of the global market in 2017.

End-users, included in this market are at home and away from home (AFH) usage. The at home application is expected to account for the largest share of the global market in 2017.

Over the next five years, LPI(LP Information) projects that Paper Towels will register a 4.6% CAGR in terms of revenue, reach US\$ 15000 million by 2023, from US\$ 12000 million in 2017.

This report studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

Procter & Gamble (P&G)

SCA

Georgia Pacific

Kimberly-Clark

Cascades

Kruger

Metsä Tissue

Heng An

WEPA

Asaleo Care

C&S Paper

Essendant Inc (Boardwalk)

Oasis Brands

Seventh Generation

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Rolled Paper Towels

Boxed Paper Towels

Multifold Paper Towels

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

At Home

Away From Home (AFH)

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