

# 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)

## Contents

### **1 PAPER TOWELS MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Paper Towels
- 1.2 Paper Towels Segment by Types
  - 1.2.1 Global Sales Market Share of Paper Towels by Types in 2017
  - 1.2.2 Rolled Paper Towels
    - 1.2.2.1 Major Players of Type I
  - 1.2.3 Boxed Paper Towels
    - 1.2.3.1 Major Players of Boxed Paper Towels
  - 1.2.4 Multifold Paper Towels
    - 1.2.4.1 Major Players of Multifold Paper Towels
- 1.3 Paper Towels Segment by Applications
  - 1.3.1 Paper Towels Sales Market Share by Applications in 2017
  - 1.3.2 At Home
  - 1.3.3 Away From Home (AFH)
- 1.4 Paper Towels Market by Regions
  - 1.4.1 North America Status and Prospect (2013-2023)
    - 1.4.1.1 North America Paper Towels Revenue (Million USD) and Growth Rate (2013-2023)
  - 1.4.2 Asia-Pacific Status and Prospect (2013-2023)
    - 1.4.2.1 Asia-Pacific Paper Towels Revenue (Million USD) and Growth Rate (2013-2023)
  - 1.4.3 Europe Status and Prospect (2013-2023)
    - 1.4.3.1 Europe Paper Towels Revenue (Million USD) and Growth Rate (2013-2023)
  - 1.4.4 South America Status and Prospect (2013-2023)
    - 1.4.4.1 South America Paper Towels Revenue (Million USD) and Growth Rate (2013-2023)
  - 1.4.5 Middle East and Africa Status and Prospect (2013-2023)
    - 1.4.5.1 Middle East and Africa Paper Towels Revenue (Million USD) and Growth Rate (2013-2023)
- 1.5 Global Market Size (Value) of Paper Towels (2013-2023)

### **2 GLOBAL PAPER TOWELS SALES, REVENUE (VALUE) AND MARKET SHARE BY PLAYERS**

- 2.1 Global Paper Towels Sales and Market Share by Players in 2016 and 2017
  - 2.1.1 Global Paper Towels Sales by Players in 2016 and 2017

- 2.1.2 Global Paper Towels Sales Market Share (%) by Players in 2016 and 2017
- 2.2 Global Paper Towels Revenue and Market Share by Players in 2016 and 2017
  - 2.2.1 Global Paper Towels Revenue by Players in 2016 and 2017
  - 2.2.2 Global Paper Towels Revenue Market Share (%) by Players in 2016 and 2017
- 2.3 Global Paper Towels Average Price by Players in 2016 and 2017
- 2.4 Global Paper Towels Manufacturing Base Distribution, Sales Area, Product Types by Players
  - 2.4.1 Global Paper Towels Manufacturing Base Distribution and Sales Area by Players
  - 2.4.2 Players Paper Towels Product Types
- 2.5 Paper Towels Market Competitive Situation and Trends
  - 2.5.1 Paper Towels Market Concentration Rate
  - 2.5.2 Paper Towels Market Share of Top 3 and Top 5 Players
  - 2.5.3 Mergers & Acquisitions, Expansion

### **3 GLOBAL PAPER TOWELS SALES, REVENUE (VALUE) BY REGIONS, TYPE AND APPLICATION (2013-2018)**

- 3.1 Global Paper Towels Sales, Revenue and Market Share by Regions (2013-2018)
  - 3.1.1 Global Paper Towels Sales and Market Share by Regions (2013-2018)
  - 3.1.2 Global Paper Towels Revenue and Market Share by Regions (2013-2018)
- 3.2 Global Paper Towels Sales, Revenue, Market Share and Price by Type (2013-2018)
  - 3.2.1 Global Paper Towels Sales and Market Share by Type (2013-2018)
  - 3.2.2 Global Paper Towels Revenue and Market Share by Type (2013-2018)
  - 3.2.3 Global Paper Towels Price by Type (2013-2018)
- 3.3 Global Paper Towels Sales and Market Share by Application (2013-2018)
  - 3.3.1 Global Paper Towels Sales by Application (2013-2018)
  - 3.3.2 Global Paper Towels Sales Market Share by Application (2013-2018)
- 3.4 Global Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

### **4 NORTH AMERICA TOP 5 PLAYERS PAPER TOWELS SALES, REVENUE AND PRICE**

- 4.1 North America Top 5 Players Paper Towels Sales, Revenue and Market Share in 2016 and 2017
  - 4.1.1 North America Top 5 Players Paper Towels Sales and Market Share in 2016 and 2017
  - 4.1.2 North America Top 5 Players Paper Towels Revenue and Market Share in 2016 and 2017
- 4.2 North America Paper Towels Sales, Revenue, Market Share and Price by Type

(2013-2018)

- 4.2.1 North America Paper Towels Sales and Market Share by Type (2013-2018)
  - 4.2.1.1 North America Paper Towels Sales by Type (2013-2018)
  - 4.2.1.2 North America Paper Towels Sales Market Share by Type (2013-2018)
- 4.2.2 North America Paper Towels Revenue and Market Share by Type (2013-2018)
  - 4.2.2.1 North America Paper Towels Revenue by Type (2013-2018)
  - 4.2.2.2 North America Paper Towels Revenue Market Share by Type (2013-2018)
- 4.2.3 North America Paper Towels Price by Type (2013-2018)
- 4.3 North America Paper Towels Sales and Market Share by Application (2013-2018)
  - 4.3.1 North America Paper Towels Sales by Application (2013-2018)
  - 4.3.2 North America Paper Towels Sales Market Share by Application (2013-2018)
- 4.4 North America Paper Towels Sales and Market Share by Country (US, Canada and Mexico) (2013-2018)
  - 4.4.1 North America Paper Towels Sales by Country (2013-2018)
  - 4.4.2 North America Paper Towels Sales Market Share by Country (2013-2018)
- 4.5 North America Paper Towels Import & Export (2013-2018)

## **5 EUROPE TOP 5 PLAYERS PAPER TOWELS SALES, REVENUE AND PRICE**

- 5.1 Europe Top 5 Players Paper Towels Sales, Revenue and Market Share in 2016 and 2017
  - 5.1.1 Europe Top 5 Players Paper Towels Sales and Market Share in 2016 and 2017
  - 5.1.2 Europe Top 5 Players Paper Towels Revenue and Market Share in 2016 and 2017
- 5.2 Europe Paper Towels Sales, Revenue, Market Share and Price by Type (2013-2018)
  - 5.2.1 Europe Paper Towels Sales and Market Share by Type (2013-2018)
    - 5.2.1.1 Europe Paper Towels Sales by Type (2013-2018)
    - 5.2.1.2 Europe Paper Towels Sales Market Share by Type (2013-2018)
  - 5.2.2 Europe Paper Towels Revenue and Market Share by Type (2013-2018)
    - 5.2.2.1 Europe Paper Towels Revenue by Type (2013-2018)
    - 5.2.2.2 Europe Paper Towels Revenue Market Share by Type (2013-2018)
  - 5.2.3 Europe Paper Towels Price by Type (2013-2018)
- 5.3 Europe Paper Towels Sales and Market Share by Application (2013-2018)
  - 5.3.1 Europe Paper Towels Sales by Application (2013-2018)
  - 5.3.2 Europe Paper Towels Sales Market Share by Application (2013-2018)
- 5.4 Europe Paper Towels Sales and Market Share by Country (Germany, UK, France, Italy and Russia) (2013-2018)
  - 5.4.1 Europe Paper Towels Sales by Country (2013-2018)

- 5.4.2 Europe Paper Towels Sales Market Share by Country (2013-2018)
- 5.5 Europe Paper Towels Import & Export (2013-2018)

## **6 ASIA-PACIFIC TOP 5 PLAYERS PAPER TOWELS SALES, REVENUE AND PRICE**

- 6.1 Asia-Pacific Top 5 Players Paper Towels Sales, Revenue and Market Share in 2016 and 2017
  - 6.1.1 Asia-Pacific Top 5 Players Paper Towels Sales and Market Share in 2016 and 2017
  - 6.1.2 Asia-Pacific Top 5 Players Paper Towels Revenue and Market Share in 2016 and 2017
- 6.2 Asia-Pacific Paper Towels Sales, Revenue, Market Share and Price by Type (2013-2018)
  - 6.2.1 Asia-Pacific Paper Towels Sales and Market Share by Type (2013-2018)
    - 6.2.1.1 Asia-Pacific Paper Towels Sales by Type (2013-2018)
    - 6.2.1.2 Asia-Pacific Paper Towels Sales Market Share by Type (2013-2018)
  - 6.2.2 Asia-Pacific Paper Towels Revenue and Market Share by Type (2013-2018)
  - 6.2.3 Asia-Pacific Paper Towels Price by Type (2013-2018)
- 6.3 Asia-Pacific Paper Towels Sales and Market Share by Application (2013-2018)
  - 6.3.1 Asia-Pacific Paper Towels Sales by Application (2013-2018)
  - 6.3.2 Asia-Pacific Paper Towels Sales Market Share by Application (2013-2018)
- 6.4 Asia-Pacific Paper Towels Sales and Market Share by Country (China, Japan, Southeast Asia, India, Korea and Australia) (2013-2018)
  - 6.4.1 Asia-Pacific Paper Towels Sales by Country (2013-2018)
  - 6.4.2 Asia-Pacific Paper Towels Sales Market Share by Country (2013-2018)
- 6.5 Asia-Pacific Paper Towels Import & Export (2013-2018)

## **7 SOUTH AMERICA TOP 5 PLAYERS PAPER TOWELS SALES, REVENUE AND PRICE**

- 7.1 South America Top 5 Players Paper Towels Sales, Revenue and Market Share in 2016 and 2017
  - 7.1.1 South America Top 5 Players Paper Towels Sales and Market Share in 2016 and 2017
  - 7.1.2 South America Top 5 Players Paper Towels Revenue and Market Share in 2016 and 2017
- 7.2 South America Paper Towels Sales, Revenue, Market Share and Price by Type (2013-2018)
  - 7.2.1 South America Paper Towels Sales and Market Share by Type (2013-2018)



- 7.2.1.1 South America Paper Towels Sales by Type (2013-2018)
- 7.2.1.2 South America Paper Towels Sales Market Share by Type (2013-2018)
- 7.2.2 South America Paper Towels Revenue and Market Share by Type (2013-2018)
  - 7.2.2.1 South America Paper Towels Revenue by Type (2013-2018)
  - 7.2.2.2 South America Paper Towels Revenue and Market Share by Type (2013-2018)
- 7.2.3 South America Paper Towels Price by Type (2013-2018)
- 7.3 South America Paper Towels Sales and Market Share by Application (2013-2018)
  - 7.3.1 South America Paper Towels Sales by Application (2013-2018)
  - 7.3.2 South America Paper Towels Sales Market Share by Application (2013-2018)
- 7.4 South America Paper Towels Sales and Market Share by Country (Brazil, Argentina, Chile and Peru) (2013-2018)
  - 7.4.1 South America Paper Towels Sales by Country (2013-2018)
  - 7.4.2 South America Paper Towels Sales Market Share by Country (2013-2018)
- 7.5 South America Paper Towels Import & Export (2013-2018)

## **8 MIDDLE EAST & AFRICA TOP 5 PLAYERS PAPER TOWELS SALES, REVENUE AND PRICE**

- 8.1 Middle East & Africa Top 5 Players Paper Towels Sales, Revenue and Market Share in 2016 and 2017
  - 8.1.1 Middle East & Africa Top 5 Players Paper Towels Sales and Market Share in 2016 and 2017
  - 8.1.2 Middle East & Africa Top 5 Players Paper Towels Revenue and Market Share in 2016 and 2017
- 8.2 Middle East & Africa Paper Towels Sales, Revenue, Market Share and Price by Type (2013-2018)
  - 8.2.1 Middle East & Africa Paper Towels Sales and Market Share by Type (2013-2018)
    - 8.2.1.1 Middle East & Africa Paper Towels Sales by Type (2013-2018)
    - 8.2.1.2 Middle East & Africa Paper Towels Sales Market Share by Type (2013-2018)
  - 8.2.2 Middle East & Africa Paper Towels Revenue and Market Share by Type (2013-2018)
    - 8.2.2.1 Middle East & Africa Paper Towels Revenue by Type (2013-2018)
    - 8.2.2.2 Middle East & Africa Paper Towels Revenue Market Share by Type (2013-2018)
  - 8.2.3 Middle East & Africa Paper Towels Price by Type (2013-2018)
- 8.3 Middle East & Africa Paper Towels Sales and Market Share by Application (2013-2018)



- 8.3.1 Middle East & Africa Paper Towels Sales by Application (2013-2018)
- 8.3.2 Middle East & Africa Paper Towels Sales Market Share by Application (2013-2018)
- 8.4 Middle East & Africa Paper Towels Sales and Market Share by Country (Egypt, Saudi Arabia, South Africa and Iran) (2013-2018)
  - 8.4.1 Middle East & Africa Paper Towels Sales by Country (2013-2018)
  - 8.4.2 Middle East & Africa Paper Towels Sales Market Share by Country (2013-2018)
- 8.5 Middle East & Africa Paper Towels Import & Export (2013-2018)

## **9 GLOBAL PAPER TOWELS PLAYERS PROFILES/ANALYSIS**

### **9.1 Procter & Gamble (P&G)**

- 9.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
- 9.1.2 Paper Towels Product Types, Application and Specification
  - 9.1.2.1 Product A
  - 9.1.2.2 Product B
- 9.1.3 Procter & Gamble (P&G) Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)
- 9.1.4 Main Business/Business Overview
- 9.1.5 Procter & Gamble (P&G) News

### **9.2 SCA**

- 9.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
- 9.2.2 Paper Towels Product Types, Application and Specification
  - 9.2.2.1 Product A
  - 9.2.2.2 Product B
- 9.2.3 SCA Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)
- 9.2.4 Main Business/Business Overview
- 9.2.5 SCA News

### **9.3 Georgia Pacific**

- 9.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
- 9.3.2 Paper Towels Product Types, Application and Specification
  - 9.3.2.1 Product A
  - 9.3.2.2 Product B
- 9.3.3 Georgia Pacific Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)
- 9.3.4 Main Business/Business Overview

- 9.3.5 Georgia Pacific News
- 9.4 Kimberly-Clark
  - 9.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 9.4.2 Paper Towels Product Types, Application and Specification
    - 9.4.2.1 Product A
    - 9.4.2.2 Product B
  - 9.4.3 Kimberly-Clark Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)
  - 9.4.4 Main Business/Business Overview
  - 9.4.5 Kimberly-Clark News
- 9.5 Cascades
  - 9.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 9.5.2 Paper Towels Product Types, Application and Specification
    - 9.5.2.1 Product A
    - 9.5.2.2 Product B
  - 9.5.3 Cascades Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)
  - 9.5.4 Main Business/Business Overview
  - 9.5.5 Cascades News
- 9.6 Kruger
  - 9.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 9.6.2 Paper Towels Product Types, Application and Specification
    - 9.6.2.1 Product A
    - 9.6.2.2 Product B
  - 9.6.3 Kruger Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)
  - 9.6.4 Main Business/Business Overview
  - 9.6.5 Kruger News
- 9.7 Metsä Tissue
  - 9.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 9.7.2 Paper Towels Product Types, Application and Specification
    - 9.7.2.1 Product A
    - 9.7.2.2 Product B
  - 9.7.3 Metsä Tissue Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)
  - 9.7.4 Main Business/Business Overview
  - 9.7.5 Metsä Tissue News

## 9.8 Heng An

9.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

9.8.2 Paper Towels Product Types, Application and Specification

9.8.2.1 Product A

9.8.2.2 Product B

9.8.3 Heng An Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

9.8.4 Main Business/Business Overview

9.8.5 Heng An News

## 9.9 WEPA

9.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

9.9.2 Paper Towels Product Types, Application and Specification

9.9.2.1 Product A

9.9.2.2 Product B

9.9.3 WEPA Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

9.9.4 Main Business/Business Overview

9.9.5 WEPA News

## 9.10 Asaleo Care

9.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

9.10.2 Paper Towels Product Types, Application and Specification

9.10.2.1 Product A

9.10.2.2 Product B

9.10.3 Asaleo Care Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

9.10.4 Main Business/Business Overview

9.10.5 Asaleo Care News

## 9.11 C&S Paper

## 9.12 Essendant Inc (Boardwalk)

## 9.13 Oasis Brands

## 9.14 Seventh Generation

# **10 GLOBAL PAPER TOWELS MARKET FORECAST (2018-2023)**

10.1 Global Paper Towels Sales, Revenue Forecast (2018-2023)

10.2 Global Paper Towels Sales, Consumption Forecast by Regions (2018-2023)

10.2.1 Global Paper Towels Sales Forecast by Regions (2018-2023)

10.2.2 Global Paper Towels Sales Market Share Forecast by Regions (2018-2023)

- 10.3 Global Paper Towels Sales and Market Share Forecast by Type (2018-2023)
  - 10.3.1 Global Paper Towels Sales Forecast by Type (2018-2023)
  - 10.3.2 Global Paper Towels Sales Market Share Forecast by Type (2018-2023)
- 10.4 Global Paper Towels Sales and Market Share Forecast by Application (2018-2023)
  - 10.4.1 Global Paper Towels Sales Forecast by Application (2018-2023)
  - 10.4.2 Global Paper Towels Sales Market Share Forecast by Application (2018-2023)
- 10.5 Paper Towels Price Forecast (2018-2023)

## **11 PAPER TOWELS MANUFACTURING COST ANALYSIS**

- 11.1 Paper Towels Key Raw Materials Analysis
  - 11.1.1 Key Raw Materials
  - 11.1.2 Price Trend of Key Raw Materials
  - 11.1.3 Key Suppliers of Raw Materials
  - 11.1.4 Market Concentration Rate of Raw Materials
- 11.2 Proportion of Manufacturing Cost Structure
  - 11.2.1 Raw Materials
  - 11.2.2 Labor Cost
  - 11.2.3 Manufacturing Expenses
- 11.3 Manufacturing Process Analysis of Paper Towels

## **12 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 12.1 Paper Towels Industrial Chain Analysis
- 12.2 Upstream Raw Materials Sourcing
- 12.3 Raw Materials Sources of Paper Towels Major Players in 2017
- 12.4 Downstream Buyers

## **13 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 13.1 Marketing Channel
  - 13.1.1 Direct Marketing
  - 13.1.2 Indirect Marketing
  - 13.1.3 Marketing Channel Development Trend
- 13.2 Market Positioning
  - 13.2.1 Pricing Strategy
  - 13.2.2 Brand Strategy
  - 13.2.3 Target Client
- 13.3 Distributors/Traders List

## **14 MARKET EFFECT FACTORS ANALYSIS**

### 14.1 Technology Progress/Risk

#### 14.1.1 Substitutes Threat

#### 14.1.2 Technology Progress in Related Industry

### 14.2 Consumer Needs/Customer Preference Change

### 14.3 Economic/Political Environmental Change

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

### 16.1 Methodology

### 16.2 Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Paper Towels  
Table Product Specifications of Paper Towels  
Figure Global Sales Market Share of Paper Towels by Types in 2017  
Figure Product Picture of Rolled Paper Towels  
Table Major Players of Rolled Paper Towels  
Figure Product Picture of Boxed Paper Towels  
Table Major Players of Boxed Paper Towels  
Figure Product Picture of Multifold Paper Towels  
Table Major Players of Multifold Paper Towels  
Figure Paper Towels Sales Market Share by Applications in 2017  
Table Applications of Paper Towels  
Figure Away From Home (AFH) Examples  
Figure Application 2 Examples  
Figure North America Paper Towels Revenue (Million USD) and Growth Rate (2013-2023)  
Figure Asia-Pacific Paper Towels Revenue (Million USD) and Growth Rate (2013-2023)  
Figure Europe Paper Towels Revenue (Million USD) and Growth Rate (2013-2023)  
Figure South America Paper Towels Revenue (Million USD) and Growth Rate (2013-2023)  
Figure Middle East and Africa Paper Towels Revenue (Million USD) and Growth Rate (2013-2023)  
Figure Global Paper Towels Revenue (Million USD) and Growth Rate (2013-2023)  
Table Global Paper Towels Sales by Players in 2016 and 2017  
Table Global Paper Towels Sales Market Share (%) by Players in 2016 and 2017  
Figure Global Paper Towels Sales Market Share by Players in 2016  
Figure Global Paper Towels Sales Market Share by Players in 2017  
Table Global Paper Towels Revenue by Players in 2016 and 2017  
Table Global Paper Towels Revenue Market Share (%) by Players in 2016 and 2017  
Figure Global Paper Towels Revenue Market Share by Players in 2016  
Figure Global Paper Towels Revenue Market Share by Players in 2017  
Table Global Paper Towels Average Price by Players in 2016 and 2017  
Figure Global Paper Towels Average Price by Players in 2017  
Table Global Paper Towels Manufacturing Base Distribution and Sales Area by Players  
Table Players Paper Towels Product Types  
Figure Paper Towels Market Share of Top 3 Players

Figure Paper Towels Market Share of Top 5 Players

Table Global Paper Towels Sales by Regions (2013-2018)

Table Global Paper Towels Sales Market Share by Regions (2013-2018)

Figure Global Paper Towels Sales Market Share by Regions (2013-2018)

Figure Global Paper Towels Sales Market Share by Regions in 2017

Table Global Paper Towels Revenue by Regions (2013-2018)

Table Global Paper Towels Revenue Market Share by Regions (2013-2018)

Figure Global Paper Towels Revenue Market Share by Regions (2013-2018)

Figure Global Paper Towels Revenue Market Share by Regions in 2017

Table Global Paper Towels Sales by Type (2013-2018)

Table Global Paper Towels Sales Market Share by Type (2013-2018)

Figure Global Paper Towels Sales Market Share by Type (2013-2018)

Figure Global Paper Towels Sales Market Share by Type in 2017

Table Global Paper Towels Revenue by Type (2013-2018)

Table Global Paper Towels Revenue Market Share by Type (2013-2018)

Figure Global Paper Towels Revenue Market Share by Type (2013-2018)

Figure Global Paper Towels Revenue Market Share by Type in 2017

Table Global Paper Towels Price by Type (2013-2018)

Table Global Paper Towels Sales by Application (2013-2018)

Figure Global Paper Towels Sales Market Share by Application in 2017

Table Global Paper Towels Sales Market Share by Application (2013-2018)

Figure Global Paper Towels Sales Market Share by Application (2013-2018)

Table Global Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

Table North America Top 5 Players Paper Towels Sales in 2016 and 2017

Table North America Top 5 Players Paper Towels Sales Market Share (%) in 2016 and 2017

Figure North America Top 5 Players Paper Towels Sales Share in 2016

Figure North America Top 5 Players Paper Towels Sales Share in 2017

Table North America Top 5 Players Paper Towels Revenue in 2016 and 2017

Table North America Top 5 Players Paper Towels Revenue Market Share (%) in 2016 and 2017

Figure North America Top 5 Players Paper Towels Revenue Share in 2016

Figure North America Top 5 Players Paper Towels Revenue Share in 2017

Table North America Paper Towels Sales by Type (2013-2018)

Figure 2017 North America Paper Towels Sales Market Share by Type

Table North America Paper Towels Sales Market Share by Type (2013-2018)

Figure North America Paper Towels Sales Market Share by Type (2013-2018)

Table North America Paper Towels Revenue by Type (2013-2018)

Figure North America Paper Towels Revenue Market Share by Type in 2017



Table North America Paper Towels Revenue Market Share by Type (2013-2018)  
Figure North America Paper Towels Revenue Market Share by Type (2013-2018)  
Table North America Paper Towels Price by Type (2013-2018)  
Table North America Paper Towels Sales by Application (2013-2018)  
Figure North America Paper Towels Sales by Application in 2017  
Table North America Paper Towels Sales Market Share by Application (2013-2018)  
Figure North America Paper Towels Sales Market Share by Application (2013-2018)  
Table North America Paper Towels Sales by Country (2013-2018)  
Figure 2017 North America Paper Towels Sales Market Share by Country  
Table North America Paper Towels Sales Market Share by Country (2013-2018)  
Figure North America Paper Towels Sales Market Share by Country (2013-2018)  
Table North America Paper Towels Import & Export (2013-2018)  
Table Europe Top 5 Players Paper Towels Sales in 2016 and 2017  
Table Europe Top 5 Players Paper Towels Sales Market Share (%) in 2016 and 2017  
Figure Europe Top 5 Players Paper Towels Sales Share in 2016  
Figure Europe Top 5 Players Paper Towels Sales Share in 2017  
Table Europe Top 5 Players Paper Towels Revenue in 2016 and 2017  
Table Europe Top 5 Players Paper Towels Revenue Market Share (%) in 2016 and 2017  
Figure Europe Top 5 Players Paper Towels Revenue Share in 2016  
Figure Europe Top 5 Players Paper Towels Revenue Share in 2017  
Table Europe Paper Towels Sales by Type (2013-2018)  
Figure 2017 Europe Paper Towels Sales Market Share by Type  
Table Europe Paper Towels Sales Market Share by Type (2013-2018)  
Figure Europe Paper Towels Sales Market Share by Type (2013-2018)  
Table Europe Paper Towels Revenue by Type (2013-2018)  
Figure Europe Paper Towels Revenue Market Share by Type in 2017  
Table Europe Paper Towels Revenue Market Share by Type (2013-2018)  
Figure Europe Paper Towels Revenue Market Share by Type (2013-2018)  
Table Europe Paper Towels Price by Type (2013-2018)  
Table Europe Paper Towels Sales by Application (2013-2018)  
Figure Europe Paper Towels Sales Market Share by Application in 2017  
Table Europe Paper Towels Sales Market Share by Application (2013-2018)  
Figure Europe Paper Towels Sales Market Share by Application (2013-2018)  
Table Europe Paper Towels Sales by Country (2013-2018)  
Figure Europe Paper Towels Sales Market Share by Country in 2017  
Table Europe Paper Towels Sales Market Share by Country (2013-2018)  
Figure Europe Paper Towels Sales Market Share by Country (2013-2018)  
Table Europe Paper Towels Import & Export (2013-2018)

Table Asia-Pacific Top 5 Players Paper Towels Sales in 2016 and 2017

Table Asia-Pacific Top 5 Players Paper Towels Sales Market Share (%) in 2016 and 2017

Figure Asia-Pacific Top 5 Players Paper Towels Sales Share in 2016

Figure Asia-Pacific Top 5 Players Paper Towels Sales Share in 2017

Table Asia-Pacific Top 5 Players Paper Towels Revenue in 2016 and 2017

Table Asia-Pacific Top 5 Players Paper Towels Revenue Market Share (%) in 2016 and 2017

Figure Asia-Pacific Top 5 Players Paper Towels Revenue Share in 2016

Figure Asia-Pacific Top 5 Players Paper Towels Revenue Share in 2017

Table Asia-Pacific Paper Towels Sales by Type (2013-2018)

Figure Asia-Pacific Paper Towels Sales Market Share by Type in 2017

Table Asia-Pacific Paper Towels Sales Market Share by Type (2013-2018)

Figure Asia-Pacific Paper Towels Sales Market Share by Type (2013-2018)

Table Asia-Pacific Paper Towels Revenue by Type (2013-2018)

Table Asia-Pacific Paper Towels Revenue Market Share by Type (2013-2018)

Figure Asia-Pacific Paper Towels Revenue Market Share by Type (2013-2018)

Figure Asia-Pacific Paper Towels Revenue Market Share by Type in 2017

Table Asia-Pacific Paper Towels Price by Type (2013-2018)

Table Asia-Pacific Paper Towels Sales by Application (2013-2018)

Figure Asia-Pacific Paper Towels Sales by Application in 2017

Table Asia-Pacific Paper Towels Sales Market Share by Application (2013-2018)

Figure Asia-Pacific Paper Towels Sales Market Share by Application (2013-2018)

Table Asia-Pacific Paper Towels Sales by Country (2013-2018)

Figure Asia-Pacific Paper Towels Sales Market Share by Country in 2017

Table Asia-Pacific Paper Towels Sales Market Share by Country (2013-2018)

Figure Asia-Pacific Paper Towels Sales Market Share by Country (2013-2018)

Table Asia-Pacific Paper Towels Import & Export (2013-2018)

Table South America Top 5 Players Paper Towels Sales in 2016 and 2017

Table South America Top 5 Players Paper Towels Sales Market Share (%) in 2016 and 2017

Figure South America Top 5 Players Paper Towels Sales Share in 2016

Figure South America Top 5 Players Paper Towels Sales Share in 2017

Table South America Top 5 Players Paper Towels Revenue in 2016 and 2017

Table South America Top 5 Players Paper Towels Revenue Market Share (%) in 2016 and 2017

Figure South America Top 5 Players Paper Towels Revenue Share in 2016

Figure South America Top 5 Players Paper Towels Revenue Share in 2017

Table South America Paper Towels Sales by Type (2013-2018)

Figure South America Paper Towels Sales by Type in 2017

Table South America Paper Towels Sales Market Share by Type (2013-2018)

Figure South America Paper Towels Sales Market Share by Type (2013-2018)

Table South America Paper Towels Revenue by Type (2013-2018)

Figure South America Paper Towels Revenue by Type in 2017

Table South America Paper Towels Revenue Market Share by Type (2013-2018)

Figure South America Paper Towels Revenue Market Share by Type (2013-2018)

Table South America Paper Towels Price by Type (2013-2018)

Table South America Paper Towels Sales by Application (2013-2018)

Figure South America Paper Towels Sales by Application in 2017

Table South America Paper Towels Sales Market Share by Application (2013-2018)

Figure South America Paper Towels Sales Market Share by Application (2013-2018)

Table South America Paper Towels Sales by Country (2013-2018)

Figure South America Paper Towels Sales by Country in 2017

Table South America Paper Towels Sales Market Share by Country (2013-2018)

Figure South America Paper Towels Sales Market Share by Country (2013-2018)

Table South America Paper Towels Import & Export (2013-2018)

Table Middle East & Africa Top 5 Players Paper Towels Sales in 2016 and 2017

Table Middle East & Africa Top 5 Players Paper Towels Sales Market Share (%) in 2016 and 2017

Figure Middle East & Africa Top 5 Players Paper Towels Sales Share in 2016

Figure Middle East & Africa Top 5 Players Paper Towels Sales Share in 2017

Table Middle East & Africa Top 5 Players Paper Towels Revenue in 2016 and 2017

Table Middle East & Africa Top 5 Players Paper Towels Revenue Market Share (%) in 2016 and 2017

Figure Middle East & Africa Top 5 Players Paper Towels Revenue Share in 2016

Figure Middle East & Africa Top 5 Players Paper Towels Revenue Share in 2017

Table Middle East & Africa Paper Towels Sales by Type (2013-2018)

Figure Middle East & Africa Paper Towels Sales by Type in 2017

Table Middle East & Africa Paper Towels Sales Market Share by Type (2013-2018)

Figure Middle East & Africa Paper Towels Sales Market Share by Type (2013-2018)

Table Middle East & Africa Paper Towels Revenue by Type (2013-2018)

Figure Middle East & Africa Paper Towels Revenue by Type in 2017

Table Middle East & Africa Paper Towels Revenue Market Share by Type (2013-2018)

Figure Middle East & Africa Paper Towels Revenue Market Share by Type (2013-2018)

Table Middle East & Africa Paper Towels Price by Type (2013-2018)

Table Middle East & Africa Paper Towels Sales by Application (2013-2018)

Figure Middle East & Africa Paper Towels Sales by Application in 2017

Table Middle East & Africa Paper Towels Sales Market Share by Application

(2013-2018)

Figure Middle East & Africa Paper Towels Sales Market Share by Application

(2013-2018)

Table Middle East & Africa Paper Towels Sales by Country (2013-2018)

Figure Middle East & Africa Paper Towels Sales by Country in 2017

Table Middle East & Africa Paper Towels Sales Market Share by Country (2013-2018)

Figure Middle East & Africa Paper Towels Sales Market Share by Country (2013-2018)

Table Middle East & Africa Paper Towels Import & Export (2013-2018)

Table Procter & Gamble (P&G) Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Procter & Gamble (P&G) Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Procter & Gamble (P&G) Paper Towels Market Share (2013-2018)

Table SCA Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table SCA Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

Figure SCA Paper Towels Market Share (2013-2018)

Table Georgia Pacific Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Georgia Pacific Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Georgia Pacific Paper Towels Market Share (2013-2018)

Table Kimberly-Clark Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Cascades Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Kimberly-Clark Paper Towels Market Share (2013-2018)

Table Cascades Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Cascades Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Cascades Paper Towels Market Share (2013-2018)

Table Kruger Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Kruger Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Kruger Paper Towels Market Share (2013-2018)

Table Metsä Tissue Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Metsä Tissue Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Metsä Tissue Paper Towels Market Share (2013-2018)

Table Heng An Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Heng An Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Heng An Paper Towels Market Share (2013-2018)

Table WEPA Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table WEPA Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

Figure WEPA Paper Towels Market Share (2013-2018)

Table Asaleo Care Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Asaleo Care Paper Towels Sales, Revenue, Price and Gross Margin (2013-2018)

Figure Asaleo Care Paper Towels Market Share (2013-2018)

Table C&S Paper Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Essendant Inc (Boardwalk) Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Oasis Brands Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Seventh Generation Basic Information, Manufacturing Base, Sales Area and Its Competitors

Figure Global Paper Towels Sales and Growth Rate Forecast (2018-2023)

Figure Global Paper Towels Revenue and Growth Rate Forecast (2018-2023)

Table Global Paper Towels Sales Forecast by Regions (2018-2023)

Table Global Paper Towels Sales Market Share Forecast by Regions (2018-2023)

Table Global Paper Towels Sales Forecast by Type (2018-2023)

Table Global Paper Towels Sales Market Share Forecast by Type (2018-2023)

Table Global Paper Towels Sales Forecast by Application (2018-2023)

Table Global Paper Towels Sales Market Share Forecast by Application (2018-2023)

Table Sales Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Paper Towels

Figure Manufacturing Process Analysis of Paper Towels

Figure Paper Towels Industrial Chain Analysis

Table Raw Materials Sources of Paper Towels Major Players in 2017

Table Major Buyers of Paper Towels

Table Distributors/Traders List



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