

2018-2023 Global Paper Towels Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Paper Towels market for 2018-2023.

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 presents a comprehensive overview, market shares, and growth opportunities of Paper Towels market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Rolled Paper Towels

Boxed Paper Towels

Multifold Paper Towels

Segmentation by application:

At Home

Away From Home (AFH)

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding

detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

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

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Paper Towels consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Paper Towels market by identifying its various subsegments.

Focuses on the key global Paper Towels manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Paper Towels with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Paper Towels submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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