

# 2018-2023 Global Wet Tissues 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 Wet Tissues market for 2018-2023.

Wet Tissues are a small moistened piece of tissue that often comes folded and wrapped for convenience.

In the coming years there is an increasing demand for Wet Tissues in the regions of United States and Europe that is expected to drive the market for more advanced Wet Tissues. Growth in government budgets in the principal countries, increasing of personal care fields expenditures, more-intense competition, launches in introducing new products, retrofitting and renovation of old technology, increasing adoption of Wet Tissues will drive growth in United States and Europe markets.

Globally, the Wet Tissues industry market is concentrated as the manufacturing technology of Wet Tissues is relatively matures than some high-tech equipment. And some enterprises, like Kimberly-Clark, Procter & Gamble, SCA, Nice-Pak Products, etc. are well-known for the wonderful performance of their Wet Tissues and related services. At the same time, United States, occupied 38.54% sales market share in 2016, is remarkable in the global Wet Tissues industry because of their market share and technology status of Wet Tissues.

The consumption volume of Wet Tissues is related to downstream industries and global economy. As there will always be some uncertain in the global economy in the following years, the growth rate of Wet Tissues industry may not keep that fast. But it is surely forecasted that the market of Wet Tissues is still promising.

Over the next five years, LPI(LP Information) projects that Wet Tissues will register a 4.9% CAGR in terms of revenue, reach US\$ 20300 million by 2023, from US\$ 15200

million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Wet Tissues 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:

Cross Fold

Longitudinal Fold

Others

Segmentation by application:

Baby

Personal Care

Cleaning

Industrial

Others

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:

Kimberly-Clark

Procter & Gamble

SCA

Nice-Pak Products

Rockline Industries

Lenzing

Albaad Massuot

APP

Johnson & Johnson

Clorox

SC Johnson

Beiersdorf

Oji Holdings

Hengan

Cascades

Pigeon

Vinda

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 Wet Tissues 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 Wet Tissues market by identifying its various subsegments.

Focuses on the key global Wet Tissues 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 Wet Tissues 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 Wet Tissues 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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