

Global At Home Tissue Paper Market Growth 2026-2032

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Abstracts

The global At Home Tissue Paper market size is predicted to grow from US\$ 41682 million in 2025 to US\$ 53809 million in 2032; it is expected to grow at a CAGR of 3.7% from 2026 to 2032.

At-home tissue paper refers to various types of paper products used in the home environment, mainly including facial tissues, toilet paper, and kitchen paper towels. They are typically used for daily cleaning, wiping, personal hygiene, and food preparation. These paper products are usually made from wood pulp, recycled paper, or alternative fibers, and are highly absorbent, soft, and convenient for single use, meeting the needs of daily household life. In 2025, global production of at-home tissue paper was approximately 28,443.96 thousand tons, with a unit price of approximately US\$1,498 per ton and a gross profit margin of approximately 32.29%.

Kimberly-Clark, Essity (SCA), Procter & Gamble, Georgia-Pacific, Sofidel, Empresas CMPC, Hengan Group, APP (Sinar Mas Group), WEPA, Metsa Group, Kruger, Cascades, C & S, and ICT Group are among the major suppliers in the global tissue paper market. The top five brands account for over 40% of the global market share. Companies like Kimberly-Clark, Essity (from SCA), Procter & Gamble, Georgia-Pacific, and Sofidel are technologically and market-leading, and are globally renowned suppliers. The US market accounts for approximately 39% of the global market, while the Asia-Pacific and European markets account for approximately 29% and 26%, respectively. Toilet paper, as a crucial component of the global consumer goods market, experiences stable demand and high-frequency replacement. The market continues to grow due to rising living standards and increasing awareness of personal hygiene worldwide. Particularly in emerging markets such as Asia and Latin America, rapid urbanization, household growth, and the expansion of commerce and services have led

to a steady increase in demand for basic household paper products. Meanwhile, product innovations such as biodegradable and environmentally friendly paper, and antibacterial functional paper, have brought new growth points to the industry. Despite the broad market prospects, the industry also faces significant challenges. Fluctuations in raw material prices, rising energy and water costs, and stricter environmental protection policies all put pressure on companies' production costs and profitability. As a high-energy-consuming industry, the paper industry's profit margins may be compressed against the backdrop of rising energy and water costs. Furthermore, stricter environmental policies and sustainable development issues are also prompting companies to invest more resources in circular materials and green production processes, which may increase operational risks in the short term. From the perspective of downstream demand, household consumption remains the main market force, but demand through commercial channels is also showing an upward trend, especially in scenarios such as hotels, office buildings, and public health facilities, where toilet paper, as a high-frequency consumable, has stable demand. E-commerce channels continue to impact the traditional retail landscape, providing consumers with a wider range of product choices and more transparent price information, driving up the market share of mid-to-high-end products. With consumers' increasing awareness of health and environmental protection, the preference for high-quality, recyclable, and eco-friendly toilet paper has significantly increased, becoming a new growth driver for the future market.

LP Information, Inc. (LPI) ' newest research report, the "At Home Tissue Paper Industry Forecast" looks at past sales and reviews total world At Home Tissue Paper sales in 2025, providing a comprehensive analysis by region and market sector of projected At Home Tissue Paper sales for 2026 through 2032. With At Home Tissue Paper sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world At Home Tissue Paper industry.

This Insight Report provides a comprehensive analysis of the global At Home Tissue Paper landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on At Home Tissue Paper portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global At Home Tissue Paper market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for At Home Tissue Paper and breaks down the forecast by

Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global At Home Tissue Paper.

This report presents a comprehensive overview, market shares, and growth opportunities of At Home Tissue Paper market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Toilet Paper

Paper Towels

Napkins

Facial Tissues

Others

Segmentation by Material Type:

Virgin Pulp

Recycled Fiber

Bamboo/Alternative Fiber

Others

Segmentation by Distribution Channel:

Supermarket/Hypermarket

Online E?Commerce

Wholesale/Distribution

Others

Segmentation by Application:

Online Retail

Offline Retail

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Kimberly-Clark

Essity (from SCA)

Procter & Gamble

Georgia-Pacific

Sofidel

Empresas CMPC

Asia Pulp & Paper

W?pa

Metsa Group

Kruger

Cascades

ICT Group

Vinda International(RGE Group)

Gold Hongye Paper Group Co.,Ltd

C&S Paper

Hengan International

Key Questions Addressed in this Report

What is the 10-year outlook for the global At Home Tissue Paper market?

What factors are driving At Home Tissue Paper market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do At Home Tissue Paper market opportunities vary by end market size?

How does At Home Tissue Paper break out by Type, by Application?

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