

# **Global Sanitary and Household Paper Industry 2012-2017: Trend, Profit and Forecast Analysis, July 2012**

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## **Abstracts**

According to this report, the growing number of working populace in APAC has generated demand for various varieties of sanitary paper products in offices and is expected to further drive growth in the APAC industry. The global industry experienced good growth during the last five years and is expected to continue its growth momentum, reaching approximately US\$89billion in 2017 with a CAGR of 4.1% over the next five years (2012-2017).

The growing number of working populace in APAC has generated demand for various varieties of sanitary paper products in offices and is expected to further drive growth in the APAC industry. The global industry experienced good growth during the last five years and is expected to continue its growth momentum, reaching approximately US\$89billion in 2017 with a CAGR of 4.1% over the next five years (2012-2017).

Lucintel, a leading global management consulting and market research firm, has analyzed the global sanitary and household paper industry and presents its findings in -Global Sanitary and Household Paper Industry 2012-2017: Trend, Profit and Forecast Analysis.

The global sanitary and household paper industry is consolidated. APAC dominates this industry. Urbanization and better income led to growth in this region. A combination of factors such as demographic conditions, economic conditions, and environmental regulations has a significant impact on the industry dynamics. Environmental regulations and changes in raw materials supply, energy, and transportation cost have an impact on the industry.

Lucintel's research indicates that in 2011, the industry witnessed good growth over 2010 due to improved domestic living standards and changing lifestyles, especially in developing countries such as India and China. Employment and disposable income is also increasing at a faster pace, especially in emerging economies such as India and China. This increase in employment and disposable income is likely to lead to the growth of sanitary and household paper industry.

An increase in disposable income and employment drives the sanitary and household paper industry. Population growth and economic growth are anticipated to boost the industry. The industry is expected to face certain challenges posed by the aging population of the US, relatively stable birth rate, increasing competition, volatility in raw material prices, and energy inputs pose challenges for the industry. This study provides an overview of the global sanitary and household paper industry. The report tracks four geographic regions for the global sanitary and household paper industry.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the sanitary and household paper industry. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions

Global sanitary and household paper industry annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global sanitary and household paper industry

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012-Q4 2012) for the global sanitary and household paper industry

Gross and net profit trends in the global sanitary and household paper industry

Cost structure trend in the global as well as regional sanitary and household paper industry

More than 55 valuable figures and charts and 14 tables are provided in this report

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