

# **Absorbent Paper Market by Type (Wet Crepe, Dry Crepe, Tissue, Scrim-Reinforced Paper), Application (Filter Paper, Toilet Paper, Napkins, Surgical Drapes & Gowns, Food Wraps, Wipes), End-use Industry, and Region - Global Forecast to 2028**

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## **Abstracts**

The global absorbent paper market size is estimated to be USD 135.0 billion in 2023 and is projected to reach USD 177.3 billion in 2028 at a CAGR of 5.6% during the forecast period. The market growth is driven by the rising hygiene and sanitation awareness, growing demand for adult incontinence products, and increasing demand for coffee filters in Europe, which serves as a pivotal catalyst for the absorbent paper market.

“By Product Type, scrim reinforced paper accounted for the highest CAGR during the forecast period.”

Scrim reinforced paper is the fastest-growing product type in the absorbent paper market due to its versatility and durability. With superior strength and tear resistance provided by the embedded scrim layer, this product finds increasing applications in packaging, construction, and industrial sectors. As industries prioritize robust and reliable materials for various applications, the demand for scrim reinforced paper surges, driving its rapid growth in the market.

“By application, food wraps accounted for the highest CAGR during the forecast period.”

Food wraps have emerged as the fastest-growing application in the absorbent paper market due to heightened focus on food safety, convenience, and sustainability. With

increasing consumer demand for eco-friendly alternatives to traditional plastic wraps, absorbent paper-based food wraps gain traction. Their ability to preserve freshness, biodegradability, and ease of use align with evolving consumer preferences, propelling the growth of this application in the market.

“By End Use Industry, medical accounted for the second fastest growing market during the forecast period.”

The medical end-use industry is the second fastest-growing segment in the absorbent paper market due to heightened healthcare awareness and increasing demand for medical-grade absorbent materials. With rising healthcare expenditure and stringent hygiene standards, there's a surge in demand for medical supplies such as disposable sheets, surgical drapes, and exam table paper, driving rapid growth in this segment as healthcare facilities prioritize patient safety and infection control.

“Europe accounted for the second largest market share in the absorbent paper market during the forecast period.”

Europe secures the second-largest market share in the absorbent paper market due to stringent hygiene regulations, advanced manufacturing technologies, and robust consumer awareness. With a focus on sustainability and eco-friendly practices, European consumers drive demand for absorbent paper products across various applications. Moreover, the region's established infrastructure and high disposable income levels contribute to its significant presence in the global absorbent paper market.

#### Primaries-

By Company Type: Tier 1: 30%, Tier 2: 35%, and Tier 3: 35%

By Designation: C-level Executives: 40%, Directors: 40%, and Others: 20%

By Region: North America: 10%, Europe: 20%, Asia Pacific: 50%, South America: 10%, and Middle East & Africa: 10%

Companies Covered: Kimberly-Clark Corporation (US), International Paper (US), Georgia-Pacific LLC. (US), Metso Group (Finland), Ahlstrom (Finland), Essity Aketiebolag (Sweden), Kruger Inc. (Canada), Domtar Corporation (US), Clearwater Paper Corporation (US), and Twin Rivers Paper Company (US) are some of the

established players in the absorbent paper market.

## Research Coverage

The market study covers the absorbent paper market across various segments. It aims to estimate the market size and the growth potential of this market across different segments based on application, type, end-use industry, and region. The study also includes an in-depth competitive analysis of key players in the market, their company profiles, key observations related to their products and business offerings, recent developments undertaken by them, and key growth strategies adopted by them to improve their position in the absorbent paper market.

## Key Benefits of Buying the Report

The report is expected to help the market leaders/new entrants in this market share the closest approximations of the revenue numbers of the overall absorbent paper market and its segments and sub-segments. This report is projected to help stakeholders understand the competitive landscape of the market, gain insights to improve the position of their businesses, and plan suitable go-to-market strategies.

The report provides insights on the following pointers:

Analysis of drivers (rising hygiene and sanitation awareness, growing demand for adult incontinence products, increasing demand for coffee filters in Europe), restraints (increasing competition from alternative materials, environmental concerns related to the production, use, and disposal of absorbent paper products), opportunities (growing healthcare sector, leading to higher demand for surgical drapes, and gowns) and challenges (sustainability concerns related to absorbent paper products) influencing the growth of absorbent paper market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and mergers & acquisitions in the absorbent paper market.

Market Development: Comprehensive information about lucrative emerging markets — the report analyzes the markets for absorbent paper market across regions.

Market Diversification: Exhaustive information about new products % services,

untapped geographies, recent developments, and investments in the absorbent paper market

**Market Penetration:** Comprehensive information on the absorbent paper market offered by top players in the global market.

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the absorbent paper market.

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\*Details on Business overview, Products/Solutions/Services offered, Recent developments, MnM view, Key Strengths, Strategic choices made, and Weaknesses and Competitive threats might not be captured in case of unlisted companies.

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