

# Vietnam Toilet Paper Export Research Report 2025-2034

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## Abstracts

Toilet paper is a paper product made from pulp for cleaning and wiping. The main raw material of toilet paper is wood pulp, which is usually converted into pulp by chemical and mechanical processes. In the production process of modern toilet paper, in addition to wood pulp, some additives such as whitening agents, softeners and fragrances are added to improve its quality and comfort. According to CRI analysis, with the growth of global population and improvement of living standards, the global toilet paper market size continues to grow.

From the perspective of the industrial chain, the upstream of the toilet paper industry chain is the suppliers of raw materials and production equipment, including raw materials such as pulp, cotton pulp, wood pulp, straw pulp and additives. The midstream is the toilet paper production and processing. The downstream is the distribution and retail of toilet paper, mainly through offline sales channels such as stores, supermarkets, convenience stores and online sales channels such as e-commerce platforms.

China, the United States, Europe and Southeast Asia are the world's major toilet paper producing countries. In recent years, the toilet paper production capacity in Southeast Asia has been continuously improved, and it is becoming an important base for toilet paper production.

As one of the important economies in Southeast Asia, Vietnam has made significant progress in the production and export of toilet paper in recent years. According to CRI analysis, benefiting from the increase in domestic demand, the improvement of production capacity and the expansion of export markets, Vietnam is gradually becoming an important participant in the global production and export of toilet paper. In

recent years, Vietnam's toilet paper production capacity has continued to increase, and the technical level has also been rising. For example, Vietnam has built several new factories with an annual production capacity of 100,000 to 150,000 tons.

Vietnamese toilet paper manufacturers continue to actively explore the international market. According to CRI analysis, Vietnam's toilet paper exports have increased year by year. Vietnam's toilet paper export market is mainly concentrated in Southeast Asia, other parts of Asia, and some European and American markets. For example, the US market has a very large demand for toilet paper, and Vietnamese toilet paper has gradually occupied a place in the US market, especially for mid- and low-end products.

According to CRI data, Vietnam's total toilet paper exports in 2023 reached 23.21 million US dollars, an increase of about 49% compared with 2022. In 2024, Vietnam's toilet paper exports exceeded 30 million US dollars, and it is expected that Vietnam's toilet paper exports will further expand in the next few years.

According to CRI analysis, the United States, Japan, Hong Kong, Malaysia, Singapore and Thailand are currently the main export destinations for Vietnamese toilet paper. The top three countries for Vietnamese toilet paper exports from 2021 to 2024 are the United States, Japan and Malaysia. The main companies importing this product to Vietnam include NIBONG TEBAL ENTERPRISE SDN BHD, SEMV, JAPAN PULP AND PAPER CO LTD and other companies. According to CRI analysis, most of the main exporters of Vietnamese toilet paper are foreign-funded enterprises.

With its low-cost production advantages, good geographical location and gradually improving technological level, Vietnam is becoming an important player in the global toilet paper industry. CRI predicts that Vietnam's toilet paper exports are expected to continue to grow in the next few years. CRI recommends that global tissue paper manufacturers should conduct research on the Vietnamese market as soon as possible and prepare for the layout of the Vietnamese market.

Topics covered:

The Import and Export of Toilet Paper in Vietnam (2021-2024)

Total Export Volume and Percentage Change of Toilet Paper in Vietnam (2021-2024)

Total Export Value and Percentage Change of Toilet Paper in Vietnam

(2021-2024)

Total Export Volume and Percentage Change of Toilet Paper in Vietnam  
(January-November 2024)

Total Export Value and Percentage Change of Toilet Paper in Vietnam (January-  
November 2024)

Average Export Price of Toilet Paper in Vietnam (2021-2024)

Top 10 Export Destinations and Supply Volume of Vietnam's Toilet Paper  
Export Market

Top 10 Suppliers in the Export Market of Toilet Paper in Vietnam and Their  
Supply Volume

Top 10 Buyers of Toilet Paper in Vietnam and Their Import Volumes

How to Find International Distributors and International End Users of Toilet  
Paper Exports in Vietnam

How Foreign Enterprises Enter the Toilet Paper Market of Vietnam

Forecast for the Export of Toilet Paper in Vietnam (2025-2034)

## Contents

### **1 OVERVIEW OF VIETNAM**

- 1.1 Geography of Vietnam
- 1.2 Economic Condition of Vietnam
- 1.3 Demographics of Vietnam
- 1.4 Domestic Market of Vietnam
- 1.5 Recommendations for Foreign Enterprises Entering the Vietnam Toilet Paper Exports Market

### **2 ANALYSIS OF TOILET PAPER EXPORTS IN VIETNAM (2021-2024)**

- 2.1 Export Scale of Toilet Paper in Vietnam
  - 2.1.1 Export Value of Toilet Paper in Vietnam
  - 2.1.2 Export Prices of Toilet Paper in Vietnam
  - 2.1.3 Export Volume of Toilet Paper in Vietnam
- 2.2 Major Exports Destinations of Vietnam's Toilet Paper

### **3 ANALYSIS OF MAJOR EXPORT DESTINATIONS OF VIETNAM'S TOILET PAPER (2021-2024)**

- 3.1 United States
  - 3.1.1 Analysis of Vietnam's Toilet Paper Export Volume and Value to United States
  - 3.1.2 Analysis of Average Export Price
- 3.2 Japan
  - 3.2.1 Analysis of Vietnam's Toilet Paper Export Volume and Value to Japan
  - 3.2.2 Analysis of Average Export Price
- 3.3 Malaysia
  - 3.3.1 Analysis of Vietnam's Toilet Paper Export Volume and Value to Malaysia
  - 3.3.2 Analysis of Average Export Price
- 3.4 Hong Kong
- 3.5 Singapore
- 3.6 Thailand

### **4 ANALYSIS OF MAJOR BUYERS IN THE EXPORT MARKET OF TOILET PAPER IN VIETNAM (2021-2024)**

- 4.1 NIBONG TEBAL ENTERPRISE SDN BHD

- 4.1.1 Company Introduction
- 4.1.2 Analysis of Toilet Paper Imports from Vietnam
- 4.2 SEMV
  - 4.2.1 Company Introduction
  - 4.2.2 Analysis of Toilet Paper Imports from Vietnam
- 4.3 JAPAN PULP AND PAPER CO LTD
  - 4.3.1 Company Introduction
  - 4.3.2 Analysis of Toilet Paper Imports from Vietnam
- 4.4 Importer
  - 4.4.1 Company Introduction
  - 4.4.2 Analysis of Toilet Paper Imports from Vietnam
- 4.5 Importer
  - 4.5.1 Company Introduction
  - 4.5.2 Analysis of Toilet Paper Imports from Vietnam
- 4.6 Importer
  - 4.6.1 Company Introduction
  - 4.6.2 Analysis of Toilet Paper Imports from Vietnam
- 4.7 Importer
  - 4.7.1 Company Introduction
  - 4.7.2 Analysis of Toilet Paper Imports from Vietnam
- 4.8 Importer
  - 4.8.1 Company Introduction
  - 4.8.2 Analysis of Toilet Paper Imports from Vietnam
- 4.9 Importer
  - 4.9.1 Company Introduction
  - 4.9.2 Analysis of Toilet Paper Imports from Vietnam
- 4.10 Importer
  - 4.10.1 Company Introduction
  - 4.10.2 Analysis of Toilet Paper Imports from Vietnam

## **5 ANALYSIS OF MAJOR SUPPLIERS IN THE EXPORT MARKET OF TOILET PAPER IN VIETNAM (2021-2024)**

- 5.1 IMEXCO BACGIANG
  - 5.1.1 Company Introduction
  - 5.1.2 Analysis of Toilet Paper Exports
- 5.2 NTPM (VIETNAM) CO LTD
  - 5.2.1 Company Introduction
  - 5.2.2 Analysis of Toilet Paper Exports

### 5.3 IMARKET VIETNAM CO LTD

#### 5.3.1 Company Introduction

#### 5.3.2 Analysis of Toilet Paper Exports

### 5.4 Exporter

#### 5.4.1 Company Introduction

#### 5.4.2 Analysis of Toilet Paper Exports

### 5.5 Exporter

#### 5.5.1 Company Introduction

#### 5.5.2 Analysis of Toilet Paper Exports

### 5.6 Exporter

#### 5.6.1 Company Introduction

#### 5.6.2 Analysis of Toilet Paper Exports

### 5.7 Exporter

#### 5.7.1 Company Introduction

#### 5.7.2 Analysis of Toilet Paper Exports

### 5.8 Exporter

#### 5.8.1 Company Introduction

#### 5.8.2 Analysis of Toilet Paper Exports

### 5.9 Exporter

#### 5.9.1 Company Introduction

#### 5.9.2 Analysis of Toilet Paper Exports

### 5.10 Exporter

#### 5.10.1 Company Introduction

#### 5.10.2 Analysis of Toilet Paper Exports

## **6. MONTHLY ANALYSIS OF TOILET PAPER EXPORTS IN VIETNAM FROM 2021 TO 2024**

### 6.1 Analysis of Monthly Export Value and Volume

### 6.2 Forecast of Monthly Average Export Prices

## **7. KEY FACTORS AFFECTING TOILET PAPER EXPORTS IN VIETNAM**

### 7.1 Policy

#### 7.1.1 Current Export Policies

#### 7.1.2 Trend Predictions for Export Policies

### 7.2 Economic

#### 7.2.1 Market Prices

#### 7.2.2 Growth Trends of Toilet Paper Production Capacity in Vietnam

### 7.3 Technology

## **8. FORECAST FOR THE EXPORT OF TOILET PAPER IN VIETNAM, 2025-2034**

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## List Of Charts

### LIST OF CHARTS

Chart 2021-2024 Export Value and Volume of Toilet Paper in Vietnam  
Chart 2021-2024 Average Export Price of Toilet Paper in Vietnam  
Chart Top 10 Export Destinations of Vietnam's Toilet Paper (2021-2024)  
Chart Top 10 Export Destinations of Vietnam's Toilet Paper (2022)  
Chart Top 10 Export Destinations of Vietnam's Toilet Paper (2023)  
Chart Top 10 Export Destinations of Vietnam's Toilet Paper (2024)  
Chart Top 10 Buyers of Toilet Paper Exports in Vietnam (2021-2024)  
Chart Top 10 Buyers of Toilet Paper Exports in Vietnam (2022)  
Chart Top 10 Buyers of Toilet Paper Exports in Vietnam (2023)  
Chart Top 10 Buyers of Toilet Paper Exports in Vietnam (2024)  
Chart Value and Volume of Toilet Paper Exported from Vietnam to United States (2021-2024)  
Chart Value and Volume of Toilet Paper Exported from Vietnam to Japan (2021-2024)  
Chart Value and Volume of Toilet Paper Exported from Vietnam to Malaysia (2021-2024)  
Chart Value and Volume of Toilet Paper Exported from Vietnam to Hong Kong (2021-2024)  
Chart Top 10 Exporters of Toilet Paper in Vietnam (2021-2024)  
Chart Top 10 Exporters of Toilet Paper in Vietnam (2022)  
Chart Top 10 Exporters of Toilet Paper in Vietnam (2023)  
Chart Top 10 Exporters of Toilet Paper in Vietnam (2024)  
Chart Forecast for the Export of Toilet Paper in Vietnam (2025-2034)



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