

# Toilet Paper Market in Asia Pacific 2021

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## Abstracts

Toilet paper is a thin sanitary absorbent paper usually in a roll for use in drying or cleaning oneself after defecation and urination. According to a report by StrategyHelix, the toilet paper market in Asia Pacific is set to increase by US\$ 5,342 million during 2021-2027, growing at a CAGR of 4.1% during the forecast period. Increasing awareness regarding the benefits of maintaining cleanliness and personal hygiene and presence of favorable government initiatives are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for toilet paper. The Asia Pacific toilet paper market is segmented on the basis of product, distribution channel, and country. On the basis of product, the toilet paper market in Asia Pacific has been segmented into pulp paper, recycled paper. The pulp paper segment is estimated to account for the largest share of the toilet paper market in Asia Pacific. By distribution channel, the toilet paper market in Asia Pacific has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The supermarkets & hypermarkets segment held the largest revenue share in 2020. Geographically, the toilet paper market in Asia Pacific is segmented into Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand.

The Asia Pacific toilet paper market is highly competitive. The leading players in the toilet paper market include ABC Tissue Products Pty Limited, Asia Pulp & Paper Company Ltd. (APP), C&S Paper Co. Ltd., Daio Paper Corporation, Eczacibasi Holding AS, Essity AB, Hayat Holding A.S., Hengan International Group Company Limited, Kimberly-Clark Corporation, Unicharm Corporation.

Report Scope

Product: pulp paper, recycled paper

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Country: Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Asia Pacific toilet paper market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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ABC Tissue Products Pty Limited  
Asia Pulp & Paper Company Ltd. (APP)

C&S Paper Co., Ltd.  
Daio Paper Corporation  
Eczacibasi Holding AS  
Essity AB  
Hayat Holding A.S.  
Hengan International Group Company Limited  
Kimberly-Clark Corporation  
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