

# Toilet Paper Market in Austria 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. A study by StrategyHelix indicates that the toilet paper market in Austria is anticipated to expand positively at a CAGR of 2.1% during the forecast period (2021-2027). 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 Austria toilet paper market is segmented on the basis of product, and distribution channel. Based on product, the toilet paper market in Austria is categorized into pulp paper, recycled paper. The pulp paper segment captured the largest share of the market in 2020. On the basis of distribution channel, the toilet paper market in Austria has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The supermarkets & hypermarkets segment held the largest share of the Austria toilet paper market in 2020 and is anticipated to hold its share during the forecast period.

The competitive landscape of the market is highly consolidated and dominated by key players such as Essity AB, Kimberly-Clark Corporation.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the toilet paper market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: pulp paper, recycled paper

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

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Austria 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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Others

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Essity AB  
Kimberly-Clark Corporation  
About StrategyHelix  
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