

Toilet Paper Market in Brazil 2021

<https://marketpublishers.com/r/T3D29EABF597EN.html>

Date: January 2022

Pages: 13

Price: US\$ 550.00 (Single User License)

ID: T3D29EABF597EN

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 StrategyHelix, the toilet paper market in Brazil is expected to increase by US\$ 765 million during 2021-2027, expanding at a CAGR of 6.4% 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 Brazil toilet paper market is segmented on the basis of product, and distribution channel. Based on product, the toilet paper market in Brazil is categorized into pulp paper, recycled paper. In Brazil, the pulp paper segment made up the largest share of the toilet paper market. On the basis of distribution channel, the toilet paper market in Brazil has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The supermarkets & hypermarkets segment captured the largest share of the market in 2020.

The Brazil toilet paper market is highly competitive. The toilet paper market is dominated by key players, which are Carta Goias Industria e Comercio de Papeis S.A., Copapa Cia Paduana de Papeis, Empresas CMPC S.A., Kimberly-Clark Corporation, Manikraft Guaianazes Industria de Celulose e Papel Ltda., Mili S/A, Santher Fabrica de Papel Santa Therezinha S/A.

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 Brazil 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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Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 5. KEY COMPANIES

Carta Goias Industria e Comercio de Papeis S.A.
Copapa Cia Paduana de Papeis
Empresas CMPC S.A.
Kimberly-Clark Corporation
Manikraft Guaianazes Ind?stria de Celulose e Papel Ltda.
Mili S/A
Santher, Fabrica de Papel Santa Therezinha S/A
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