

# Toilet Paper Market in China 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. The toilet paper market in China is poised to grow by US\$ 3,690 million during 2021-2027, progressing at a CAGR of 3.9% during the forecast period, according to data and analytics company StrategyHelix. 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 China toilet paper market is segmented on the basis of product, and distribution channel. By product, the toilet paper market in China has been segmented into pulp paper, recycled paper. According to the research, the pulp paper segment had the largest share in the toilet paper market in China. Based upon distribution channel, the toilet paper market in China is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. In 2020, the supermarkets & hypermarkets segment made up the largest share of revenue generated by the toilet paper market.

The toilet paper market is dominated by key players, which are Asia Pulp & Paper Company Ltd. (APP), C&S Paper Co. Ltd., Essity AB, Hengan International Group Company Limited, 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 China 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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Asia Pulp & Paper Company Ltd. (APP)  
C&S Paper Co., Ltd.  
Essity AB  
Hengan International Group Company Limited  
Kimberly-Clark Corporation  
About StrategyHelix  
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