

# Toilet Paper Market in Denmark 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 Denmark is poised to grow at a CAGR of around 3.7% over the analysis period of 2021 to 2027, according to 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 Denmark toilet paper market is segmented on the basis of product, and distribution channel. By product, the toilet paper market in Denmark 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 Denmark. Based upon distribution channel, the toilet paper market in Denmark 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 competitive landscape of the market is highly consolidated and dominated by key players such as Essity AB, Metsa Group.

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 Denmark 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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Metsa Group  
About StrategyHelix  
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