

Toilet Paper Market in Europe 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 Europe is expected to increase by US\$ 4,037 million from 2021 to 2027, garnering a CAGR of 5% 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 Europe toilet paper market is segmented on the basis of product, distribution channel, and country. Based on product, the toilet paper market in Europe 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 Europe has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The supermarkets & hypermarkets segment held the largest share of the Europe toilet paper market in 2020 and is anticipated to hold its share during the forecast period. In terms of geography, the toilet paper market in Europe has been segmented into France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, Turkey. In 2020, United Kingdom made up the largest share of revenue generated by the toilet paper market.

The Europe toilet paper market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players AB Grigeo, Essity AB, Industrie Cartarie Tronchetti S.p.A., Intertrade Hellas S.A., Kimberly-Clark Corporation, LUCART GROUP, Metsa Group, Sofidel S.p.A.

Report Scope

Product: pulp paper, recycled paper

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

Country: France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, Turkey

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Europe 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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Industrie Cartarie Tronchetti S.p.A.
Intertrade Hellas S.A.
Kimberly-Clark Corporation
LUCART GROUP
Metsa Group
Sofidel S.p.A.
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