

# Toilet Paper Market in Germany 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 Germany is poised to grow by US\$ 715 million during 2021-2027, progressing at a CAGR of 5.8% 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 Germany toilet paper market is segmented on the basis of product, and distribution channel. By product, the toilet paper market in Germany has been segmented into pulp paper, recycled paper. In 2020, the pulp paper segment made up the largest share of revenue generated by the toilet paper market. Based upon distribution channel, the toilet paper market in Germany is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. The supermarkets & hypermarkets segment was the largest contributor to the Germany toilet paper market in 2020.

The toilet paper market in Germany comprises only a handful of 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 Germany 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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