

# Toilet Paper Market in Hong Kong 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 Hong Kong is poised to grow at a CAGR of around 3.8% over the analysis period of 2021 to 2027. 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 Hong Kong toilet paper market is segmented on the basis of product, and distribution channel. Based on product, the toilet paper market in Hong Kong is categorized into pulp paper, recycled paper. The pulp paper segment held the largest share of the Hong Kong toilet paper market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the toilet paper market in Hong Kong has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In Hong Kong, the supermarkets & hypermarkets segment made up the largest share of the toilet paper market.

Some of the leading companies operating in the market are Asia Pulp & Paper Company Ltd. (APP), Essity AB, Guangdong Zhongshun Paper Industry Group Co. Ltd., 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 Hong Kong toilet paper market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. TOILET PAPER MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Pulp paper  
Recycled paper

### **PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 5. KEY COMPANIES**

Asia Pulp & Paper Company Ltd. (APP)  
Essity AB  
Guangdong Zhongshun Paper Industry Group Co., Ltd.  
Kimberly-Clark Corporation  
About StrategyHelix  
Disclaimer

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