

Toilet Paper Market in India 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. According to a report by StrategyHelix, the toilet paper market in India is expected to increase at a CAGR of 7.4% till 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 India toilet paper market is segmented on the basis of product, and distribution channel. On the basis of product, the toilet paper market in India has been segmented into pulp paper, recycled paper. The pulp paper segment held the largest revenue share in 2020. By distribution channel, the toilet paper market in India has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Among these, the supermarkets & hypermarkets segment was accounted for the highest revenue generator in 2020.

The prominent players operating in the India toilet paper market include Avantha Group, Origami Cellulo Private Limited, Pudumjee Hygiene Products Ltd., Wintex Paper Products Private Limited.

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 India 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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Avantha Group
Origami Cellulo Private Limited
Pudumjee Hygiene Products Ltd.
Wintex Paper Products Private Limited
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