

Toilet Paper Market in Italy 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 Italy is poised to grow by US\$ 32 million from 2021 to 2027, registering a CAGR of 0.7% during the forecast period, 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 Italy toilet paper market is segmented on the basis of product, and distribution channel. By product, the toilet paper market in Italy has been segmented into pulp paper, recycled paper. The pulp paper segment was the largest contributor to the Italy toilet paper market in 2020. Based upon distribution channel, the toilet paper market in Italy is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. According to the research, the supermarkets & hypermarkets segment had the largest share in the toilet paper market in Italy.

The competitive landscape of the industry has also been examined along with the profiles of the key players Industrie Cartarie Tronchetti S.p.A., Kimberly-Clark Corporation, LUCART GROUP, Sofidel S.p.A.

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 Italy 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.
Kimberly-Clark Corporation
LUCART GROUP
Sofidel S.p.A.
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