

Toilet Paper Market in Japan 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 StrategyHelix, the toilet paper market in Japan is expected to increase by US\$ 186 million during 2021-2027, expanding at a CAGR of 1.5% 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 Japan toilet paper market is segmented on the basis of product, and distribution channel. Based on product, the toilet paper market in Japan is categorized into pulp paper, recycled paper. In Japan, the pulp paper segment made up the largest share of the toilet paper market. On the basis of distribution channel, the toilet paper market in Japan has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The supermarkets & hypermarkets segment captured the largest share of the market in 2020.

The report also includes the profiles of leading companies such as Daio Paper Corporation, Kimberly-Clark Corporation, Oji Paper Co. Ltd.

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 Japan 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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Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 5. KEY COMPANIES

Daio Paper Corporation
Kimberly-Clark Corporation
Oji Paper Co., Ltd.
About StrategyHelix
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