

# Toilet Paper Market in North America 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 North America is expected to increase by US\$ 2,752 million during 2021-2027, expanding at a CAGR of 3.7% 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 North America toilet paper market is segmented on the basis of product, distribution channel, and country. Based on product, the toilet paper market in North America is categorized into pulp paper, recycled paper. The pulp paper segment held the largest share of the North America 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 North America has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In North America, the supermarkets & hypermarkets segment made up the largest share of the toilet paper market. Geographically, the toilet paper market in North America is segmented into Canada, USA.

The toilet paper market is dominated by key players, which are Georgia-Pacific LLC, J.D. Irving Limited, Kimberly-Clark Corporation, Kruger Inc., Procter & Gamble Company (P&G).

### Report Scope

Product: pulp paper, recycled paper

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Country: Canada, USA

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the North America 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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Georgia-Pacific LLC  
J.D. Irving, Limited  
Kimberly-Clark Corporation  
Kruger Inc.  
Procter & Gamble Company (P&G)  
About StrategyHelix  
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