

# Toilet Paper Market in Portugal 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 Portugal is set to grow at a healthy compound annual growth rate (CAGR) of 2.8% in the next five years, according to data and analytics company 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 Portugal toilet paper market is segmented on the basis of product, and distribution channel. By product, the toilet paper market in Portugal has been segmented into pulp paper, recycled paper. According to the research, the pulp paper segment had the largest share in the toilet paper market in Portugal. Based upon distribution channel, the toilet paper market in Portugal is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. In 2020, the supermarkets & hypermarkets segment made up the largest share of revenue generated by the toilet paper market.

The toilet paper market is dominated by key players, which are Essity AB, Kimberly-Clark Corporation, Renova-Fabrica de Papel do Almonda S.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 Portugal 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**

Essity AB  
Kimberly-Clark Corporation  
Renova-Fabrica de Papel do Almonda S.A.  
About StrategyHelix  
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