

Toilet Paper Market in Sweden 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 Sweden is expected to increase at a CAGR of 4.3% 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 Sweden toilet paper market is segmented on the basis of product, and distribution channel. On the basis of product, the toilet paper market in Sweden 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 Sweden 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 toilet paper market in Sweden comprises only a handful of players such as Essity AB, Metsa Group.

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 Sweden 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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Essity AB
Metsa Group
About StrategyHelix
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