

# Toilet Paper Market in USA 2021

<https://marketpublishers.com/r/TD70DF2D14D0EN.html>

Date: January 2022

Pages: 21

Price: US\$ 550.00 (Single User License)

ID: TD70DF2D14D0EN

## 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 USA is poised to grow by US\$ 2,584 million during 2021-2027, progressing at a CAGR of 3.7% during the forecast period, 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 USA toilet paper market is segmented on the basis of product, and distribution channel. By product, the toilet paper market in USA has been segmented into pulp paper, recycled paper. The pulp paper segment was the largest contributor to the USA toilet paper market in 2020. Based upon distribution channel, the toilet paper market in USA 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 USA.

The leading players in the toilet paper market include Georgia-Pacific LLC, Kimberly-Clark Corporation, Procter & Gamble Company (P&G).

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 USA 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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Others

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Georgia-Pacific LLC  
Kimberly-Clark Corporation  
Procter & Gamble Company (P&G)  
About StrategyHelix  
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