

Paper Towels Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Rolled Paper Towels, Boxed Paper Towels, Multifold Paper Towels, Others), By End User (Residential, Commercial), By Distribution Channel (Supermarket/Hypermarket, Multi-Branded Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Paper Towels Market is projected to expand from USD 9.81 Billion in 2025 to USD 13.23 Billion by 2031, achieving a CAGR of 5.11%. Composed of wood pulp or recycled fibers, these disposable absorbent products are essential for drying hands, absorbing spills, and cleaning surfaces across residential and commercial settings. Growth is primarily fuelled by increasing global awareness regarding hygiene and infection control, especially within the hospitality, food service, and healthcare industries where single-use items are critical for reducing cross-contamination, alongside rapid urbanization and a growing preference for convenient household cleaning solutions.

However, the sector faces significant hurdles stemming from fluctuating raw material prices and strict environmental regulations related to waste management and deforestation, which can squeeze profit margins and hinder production scalability. Despite these operational difficulties, demand remains robust; for instance, the Confederation of European Paper Industries reported a 5.6% increase in tissue paper production across member nations in 2024, highlighting the industry's resilience in the face of these economic and regulatory pressures.

Market Driver

The escalating global focus on personal hygiene and handwashing protocols is significantly transforming the market, as facilities prioritize infection control over cost reduction. This shift is driven by increased scrutiny of public restroom standards, where paper towels are favored over jet air dryers for their ability to mechanically remove bacteria and limit aerosolized pathogens, particularly in high-traffic healthcare and commercial settings. According to the Tork Insight Survey 2025, published in July 2025, while 74% of respondents expect moderate to high hygiene levels in public restrooms, only 20% of facilities meet these standards, prompting an urgent uptick in the procurement of premium dispensers to improve sanitation and alleviate user concerns.

Simultaneously, rising consumer demand for sustainable and bamboo-based alternatives is forcing manufacturers to innovate beyond virgin wood pulp to ensure long-term viability. With environmental stewardship becoming a key purchasing factor, the industry is shifting toward high-recycled content and alternative fibers like bamboo, which maintain absorbency while reducing ecological impact. This trend is underscored by the American Forest & Paper Association's May 2025 report, which noted that producers used approximately 3.8 million tons of recycled paper in 2024, and is further reflected in Cascades Inc.'s November 2025 report showing \$412 million in third-quarter tissue sales driven by strong volumes and operational execution.

Market Challenge

The volatility of raw material costs combined with stringent environmental regulations presents a major barrier to the expansion of the global paper towels market. Manufacturers rely heavily on wood pulp, and unpredictable pricing for this critical input creates financial instability that hinders long-term strategic planning. Furthermore, strict mandates regarding deforestation and waste management force companies to divert significant capital toward sustainable sourcing certification and compliance, thereby restricting investment in infrastructure, compressing profit margins, and limiting the ability to scale production to meet market needs.

These operational pressures have resulted in a measurable contraction of manufacturing capabilities in key regions. According to the American Forest & Paper Association, tissue capacity in the United States declined by 1.7% in 2024. This reduction highlights how the dual burden of escalating input costs and regulatory adherence directly impedes market growth, compelling the industry to consolidate assets rather than expand production volumes to accommodate potential demand.

Market Trends

The integration of IoT-enabled touchless smart dispensers is revolutionizing commercial facility management by leveraging data analytics to optimize inventory and labor efficiency. Facility managers are increasingly adopting connected systems that monitor supply levels in real-time, allowing staff to refill units based on actual need rather than fixed schedules, which minimizes product waste and operational expenses while ensuring hygiene compliance. This shift toward high-tech solutions is validated by financial performance; according to Essity's Annual Report 2024, published in March 2025, the Professional Hygiene segment achieved a 3.2% increase in net sales during the fourth quarter of 2024, confirming strong commercial adoption.

Concurrently, the expansion of direct-to-consumer subscription models is reshaping residential distribution as manufacturers utilize e-commerce to secure recurring revenue streams. This approach addresses the logistical challenge of transporting bulky paper products by providing automated, customizable delivery directly to households, allowing brands to bypass intermediaries to enhance margin stability and customer loyalty. The shift to digital channels is quantitatively supported by Procter & Gamble's 2024 Annual Report, released in August 2024, which noted that e-commerce sales rose by 9% for the fiscal year to comprise 18% of total company sales, highlighting the growing consumer preference for buying family care essentials online.

Key Market Players

American Specialties, Inc.

Kimberly-Clark Corp.

The Procter & Gamble Company

Georgia-Pacific LLC

Kruger Inc.

Seventh Generation Inc.

The Kroger Co.

Mercury Paper, Inc.

WEPA Hygieneprodukte GmbH

Cascades Inc.

Report Scope

In this report, the Global Paper Towels Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Paper Towels Market, By Type

Rolled Paper Towels

Boxed Paper Towels

Multifold Paper Towels

Others

Paper Towels Market, By End User

Residential

Commercial

Paper Towels Market, By Distribution Channel

Supermarket/Hypermarket

Multi-Branded Stores

Online

Others

Paper Towels Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Paper Towels Market.

Available Customizations:

Global Paper Towels Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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