

Europe Paper Towel Market, By Product Type (Folded, Rolled), By Application (Consumer, Office, Restaurant, Hotel, Hospital, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The Europe Paper Towel Market was valued at USD 5.32 Billion in 2024 and is projected to reach USD 7.68 Billion by 2030, growing at a CAGR of 6.36% during the forecast period. The widespread use of paper towels in kitchens, bathrooms, and public facilities is primarily driven by the increasing focus on hygiene. Their ability to absorb moisture effectively and reduce the transmission of bacteria and viruses makes them a preferred alternative to electric hand dryers. The demand for paper towels is further supported by manufacturers ramping up production of paper-based hygiene products, such as diapers, napkins, and tissue rolls. The heightened consumer awareness regarding personal and public cleanliness post-pandemic, alongside rising disposable incomes and institutional demand, continues to propel the growth of the market across Europe.

Key Market Drivers

Increasing Hygiene Awareness

Growing emphasis on hygiene has become a significant catalyst for the paper towel market in Europe. Post-pandemic, consumers are more attentive to cleanliness in both domestic and public settings, leading to greater adoption of paper towels as a hygienic and convenient option for hand drying and surface cleaning. Paper towels are recognized for their superior moisture absorption and effectiveness in minimizing the

risk of germ transmission, making them a staple in households, restaurants, offices, and healthcare environments. This demand is further amplified by commercial establishments integrating paper towel dispensers into their sanitation protocols to meet health and safety standards. As hygiene becomes a public priority, the widespread shift toward disposable cleaning products continues to stimulate paper towel consumption across the region.

Key Market Challenges

Environmental Concerns and Sustainability Issues

Environmental sustainability poses a significant challenge to the paper towel industry in Europe. The traditional manufacturing process involves considerable consumption of natural resources including trees, water, and energy, raising concerns about deforestation, pollution, and carbon emissions. Public scrutiny over the ecological footprint of disposable paper products has intensified, putting pressure on manufacturers to shift toward greener alternatives. Although there is growing consumer demand for products made from recycled materials or sustainably sourced pulp, these eco-friendly options often incur higher production costs. Moreover, the infrastructure and resources required to produce sustainable alternatives can limit availability and scalability, posing challenges for widespread adoption. Despite market interest in reducing environmental impact, cost and resource constraints continue to hinder the transition to fully sustainable paper towel solutions.

Key Market Trends

Rising Demand for Eco-friendly and Sustainable Products

The shift toward eco-conscious consumption is a defining trend in the European paper towel market. Consumers are increasingly favoring paper towels that are biodegradable, made from recycled content, or sourced from sustainable forestry practices. In response, manufacturers are launching environmentally friendly lines that feature chlorine-free bleaching, renewable raw materials, and compostable packaging. Brands are also exploring alternative fibers, such as wheat straw, to reduce reliance on wood pulp. For instance, Essity introduced a wheat straw-based toilet paper in Germany as part of its broader sustainability strategy. Alongside innovations in product composition, there is a growing move toward recyclable and plastic-free packaging. As sustainability becomes a major purchasing criterion, this trend is expected to shape product development and marketing strategies throughout the forecast period.

Key Market Players

Essity AB

SOFIDEL GROUP

WEPA Hygieneprodukte GmbH

Kimberly Clark Corporation

Metsa Tissue

Industrie Cartarie Tronchetti S.p.A.

Lucart S.p.A.

Cartiere Carrara S.p.A.

INDUSTRIE CALTEX SPA

Star Tissue UK Limited

Report Scope:

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

Europe Paper Towel Market, By Product Type:

Folded

Rolled

Europe Paper Towel Market, By Application:

Consumer

Office

Restaurant

Hotel

Hospital

Others

Europe Paper Towel Market, By Country:

Germany

United Kingdom

France

Italy

Spain

Rest of Europe

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Europe Paper Towel Market.

Available Customizations:

Europe Paper Towel 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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