

Europe Tissue and Hygiene Paper Market, By Product Type (Feminine Hygiene, Household Paper, Paper Tissues, Toilet Paper, Others), By Raw Material (Kraft, Recycled, Sulfite, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/E811ABB1E5DBEN.html>

Date: March 2025

Pages: 120

Price: US\$ 4,000.00 (Single User License)

ID: E811ABB1E5DBEN

Abstracts

Europe Tissue and Hygiene Paper Market was valued at USD 51.49 Billion in 2024 and is expected to reach USD 62.79 Billion by 2030 with a CAGR of 3.42% during the forecast period. Tissue and hygiene papers are lightweight and creped, designed for cosmetic, personal care, cleaning, and hygiene purposes. These products include facial tissues, towels, facial masks, toilet paper, napkins, diapers, and sanitary pads. According to the European Tissue Symposium (European Tissue Paper Association), Europe accounts for over 25% of the global tissue market. Advances in tissue manufacturing technology, optimized raw material use, and the recyclability of used tissues are expected to further enhance the design of tissue products and their dispensing methods.

The growing and aging population in the United Kingdom has led to an increasing demand for hygiene products. UK manufacturers produce a wide range of products, from premium branded tissues focusing on quality to more affordable generic tissue grades. Many mills in the country are equipped with de-inking plants that process recycled paper fiber to produce tissue products.

Market Drivers

Rising Hygiene Awareness and Health Consciousness

The growing emphasis on hygiene and cleanliness is one of the key drivers of the

Europe tissue and hygiene paper market. This trend has been significantly influenced by the global COVID-19 pandemic, which heightened awareness about the importance of personal hygiene, sanitation, and infection control. Consumers are increasingly opting for tissue products such as toilet paper, facial tissues, and paper towels to maintain cleanliness in their homes, workplaces, and public spaces. In both residential and commercial sectors, the use of tissue products has become an essential part of daily routines, driven by the desire to minimize the risk of contamination and spread of infections. As a result, there has been an uptick in demand for high-quality hygiene products, ensuring cleanliness and better health standards. Healthcare and foodservice industries are particularly important in driving this demand, as they require disposable and hygienic paper products to maintain sanitary environments for both employees and customers. The market for tissue and hygiene paper is expected to continue expanding as consumers and institutions place increasing value on health, hygiene, and safety.

Key Market Challenges

Raw Material Price Fluctuations

One of the major challenges facing the Europe tissue and hygiene paper market is the fluctuation in raw material prices. The primary raw materials for producing tissue and hygiene paper include wood pulp, recycled paper, and other cellulose fibers. Price volatility in these materials, driven by factors like supply chain disruptions, fluctuating raw material costs, and global demand, poses significant challenges for manufacturers. Increased production costs due to rising raw material prices may lead to higher prices for consumers, potentially reducing demand. For example, any instability in the availability of wood pulp, caused by environmental issues, deforestation regulations, or changes in global trade policies, directly impacts the paper production costs. Additionally, manufacturers that rely on recycled paper face challenges with the availability of quality recyclable materials, especially as collection systems vary across countries. These challenges can impact the profitability of manufacturers and force them to pass on increased costs to consumers, which may influence purchasing behavior. Moreover, companies need to continuously monitor global commodity markets to anticipate price shifts and manage cost structures effectively.

Key Market Trends

Rising Demand for Eco-friendly and Sustainable Products

Sustainability is one of the most prominent trends in the European tissue and hygiene paper market. With growing environmental concerns, consumers and businesses are increasingly opting for eco-friendly products that use recycled materials and sustainable production methods. In response to these preferences, manufacturers are innovating to produce biodegradable, recyclable, and compostable tissue products. Many companies are turning to sustainable raw materials, such as FSC-certified paper or bamboo, to produce tissue products, thus reducing their carbon footprint. The shift towards eco-friendly products is further supported by stricter European Union regulations, which aim to reduce carbon emissions and increase the use of recycled content. Moreover, consumers, particularly in Western Europe, are increasingly willing to pay a premium for products that meet these sustainability standards. Brands that are able to demonstrate transparency in sourcing, production, and packaging stand to gain a competitive edge. The demand for sustainable tissue and hygiene paper products is driving innovations in packaging, such as plastic-free or biodegradable packaging, and encouraging companies to adopt environmentally responsible practices.

Key Market Players

Sofidel Group

Kimberly Clark Corporation

WEPA Hygieneprodukte GmbH

Metsa Group

Industrie Cartarie Tronchetti SpA

Lucart SpA

Essity AB

The Procter & Gamble Company

Cartiere Carrara SpA

Industrie Celtex SpA

Report Scope:

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

Europe Tissue and Hygiene Paper Market, By Product Type:

Feminine Hygiene

Household Paper

Paper Tissues

Toilet Paper

Others

Europe Tissue and Hygiene Paper Market, By Raw Material:

Kraft

Recycled

Sulfite

Others

Europe Tissue and Hygiene Paper 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 Tissue and Hygiene Paper Market.

Available Customizations:

Europe Tissue and Hygiene Paper 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. EUROPE TISSUE AND HYGIENE PAPER MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Feminine Hygiene, Household Paper, Paper Tissues, Toilet Paper, Others)

5.2.2. By Raw Material (Kraft, Recycled, Sulfite, Others)

5.2.3. By Country

5.2.4. By Company (2024)

5.3. Market Map

6. GERMANY TISSUE AND HYGIENE PAPER MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Raw Material

7. UNITED KINGDOM TISSUE AND HYGIENE PAPER MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Raw Material

8. ITALY TISSUE AND HYGIENE PAPER MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Raw Material

9. FRANCE TISSUE AND HYGIENE PAPER MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Raw Material

10. SPAIN TISSUE AND HYGIENE PAPER MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product Type

10.2.2. By Raw Material

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. PORTERS FIVE FORCES ANALYSIS

13.1. Competition in the Industry

13.2. Potential of New Entrants

13.3. Power of Suppliers

13.4. Power of Customers

13.5. Threat of Substitute Products

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. Sofidel Group

14.1.1.1. Business Overview

14.1.1.2. Company Snapshot

14.1.1.3. Products & Services

14.1.1.4. Financials (As Per Availability)

14.1.1.5. Key Market Focus & Geographical Presence

14.1.1.6. Recent Developments

14.1.1.7. Key Management Personnel

- 14.1.2. Kimberly Clark Corporation
- 14.1.3. WEPA Hygieneprodukte GmbH
- 14.1.4. Metsa Group
- 14.1.5. Industrie Cartarie Tronchetti SpA
- 14.1.6. Lucart SpA
- 14.1.7. Essity AB
- 14.1.8. The Procter & Gamble Company
- 14.1.9. Cartiere Carrara SpA
- 14.1.10. Industrie Celta SpA

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

I would like to order

Product name: Europe Tissue and Hygiene Paper Market, By Product Type (Feminine Hygiene, Household Paper, Paper Tissues, Toilet Paper, Others), By Raw Material (Kraft, Recycled, Sulfite, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/E811ABB1E5DBEN.html>

Price: US\$ 4,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E811ABB1E5DBEN.html>