

Global Tissue Paper Market, By Product (Toilet Paper, Kitchen Towel, Facial Tissues, Napkins, and Others), By End User (Residential, Food and Beverage Industry, Hospital, and Others), By Distribution Channel (Hypermarket/ Supermarket, Departmental Stores, Pharmacy/Drug Stores, Online Sales Channel, and Others), By Region, Competition Forecast & Opportunities, 2026

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Abstracts

Global tissue paper market was valued USD49.6 billion and is expected to reach USD67.98 billion by the end of 2026, growing at a CAGR of 5.63% through 2026. Tissue papers are used to maintain personal hygiene and the cleanliness of the environment. Wet wipes, toilet paper, paper towels, and napkins are among the products in this category, which are used on a daily basis. Tissue papers have become an integral part of people's daily life. Apart from preserving hygiene, the items serve a variety of other goals, including cleanliness, excellent health, and illness prevention, among others.

Some of the major trends in this market include growing population, growing urbanization, innovative products offered by the companies and increasing demand for tissue paper products due to rising concerns regarding health and hygiene. People's growing awareness towards the importance of maintaining personal hygiene is further driving the demand for the items available in this market. Moreover, factors like healthy and ethical lifestyle and growing disposable income will further enhance the growth of this market through 2026.

In terms of end user, the global tissue paper market is categorized into residential, hospital, food and beverage industry, and others. Among them, residential segment represents the highest market share of around 39% of the global tissue paper market because of the changing lifestyle, habits and growing concern about health & hygiene among the consumers.

In terms of region, the global tissue paper market is categorized into Asia-Pacific, North America, Europe, South America, and Middle East & Africa. Among these regions, North America dominates the global tissue paper market and the growth of tissue paper products here is largely dependent upon the population of the continent. In 2016, the North American regional market had a value share of 32.42 percent in the worldwide tissue paper market, which is predicted to drop to 29.84 percent by the end of the forecast period in 2026. However, the Asia Pacific tissue paper market, which was predicted to be close behind North America in 2020, will see strong growth in the forecast period and hold the largest value share of around 32.66 percent by 2026. It is the United States that holds the largest share of the tissue paper industry in terms of the country in the year 2020 and it is expected to maintain the first position in the market considering the GDP and the food consumption pattern. After the United States, China holds the second position at the global level.

Today, the global tissue paper market has become an attractive destination for investments and several large multinational companies are entering this market. Some of the major companies are Kimberly-Clark Corporation, Essity Aktiebolag (publ), Vinda International Holdings Limited, The Procter & Gamble Company, Hengan International Group Company Ltd., Clearwater Paper Corporation, Unicharm Corporation, Sofidel Group, Kruger Inc., and MPI Papermills Inc. The global tissue paper market is highly fragmented due to many local and international players.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021E

Forecast Period: 2022F–2026F

Objective of the Study:

To analyze the historical growth in the market size of global tissue paper market from 2016 to 2020.

To estimate and forecast the market size of global tissue paper market from 2021 to 2026 and growth rate until 2026.

To classify and forecast global tissue paper market based on by product, by end user, by distribution channel, by region, and by company.

To identify dominant region or segment in the global tissue paper market.

To identify drivers and challenges for global tissue paper market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global tissue paper market.

To identify and analyze the profile of leading players operating in global tissue paper market.

To identify key sustainable strategies adopted by market players in global tissue paper market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distributors, and presence of all major players across the country.

TechSci Research calculated the market size of the global tissue paper market using a bottom-up approach, wherein data for the various segment was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these segments for getting an appropriate, overall market size. Various

secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

Key Target Audience:

Manufacturers, distributors, and end-users

Market research and consulting firms

Government bodies such as regulating authorities and policymakers

Organizations, forums, and alliances related to tissue paper market

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, end-users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

Global Tissue Paper Market, By Product:

Toilet Paper

Kitchen Towel

Facial Tissues

Napkins

Others

Global Tissue Paper Market, By End User:

Residential

Hospital

Food and Beverage Industry

Others

Global Tissue Paper Market, By Distribution Channel:

Hypermarket/ Supermarket

Departmental Stores

Pharmacy/Drug Stores

Online Sales Channel

Others

Global Tissue Paper Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

Japan

South Korea

Australia

India

Europe

Germany

United Kingdom

France

Italy

Spain

South America

Brazil

Argentina

Chile

Middle East and Africa

South Africa

Saudi Arabia

Iran

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global tissue paper market.

Available Customizations:

Global Tissue Paper Market, By Product (Toilet Paper, Kitchen Towel, Facial Tissues, Napkins, and Others), By...

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. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. IMPACT OF COVID-19 ON GLOBAL TISSUE PAPER MARKET

4. EXECUTIVE SUMMARY

5. VOICE OF CUSTOMER

5.1. Frequency of Purchase

5.2. Factors Affecting Purchase Decision

5.3. Challenges Post Purchase

5.4. Preferred Distribution Channel

6. GLOBAL TISSUE PAPER MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product (Toilet Paper, Kitchen Towel, Facial Tissues, Napkins, Others (Wipes, Decorative Tissue, etc.))

6.2.2. By End User (Residential, Hospital, Food and Beverage Industry, and Others (Malls and Multiplex, Schools, Colleges, etc.))

6.2.3. By Distribution Channel (Hypermarket/Supermarket, Departmental Stores, Pharmacy/Drug Stores, Online Sales Channel and Others (Direct Sellers, General Merchandized Retailers, etc.))

6.2.4. By Region (North America, Asia-Pacific, Europe, South America, Middle East and Africa)

6.2.5. By Company (2020)

6.3. Market Map

7. NORTH AMERICA TISSUE PAPER MARKET OUTLOOK

7.1. Market Size and Forecast

7.1.1. By Value

7.2. Market Share & Forecast

- 7.2.1. By Product
- 7.2.2. By End User
- 7.2.3. By Distribution Channel
- 7.2.4. By Country
- 7.3. North America: Country Analysis
 - 7.3.1. United States Tissue Paper Market Outlook
 - 7.3.1.1. Market Size and Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share and Forecast
 - 7.3.1.2.1. By Product
 - 7.3.1.2.2. By End User
 - 7.3.1.2.3. By Distribution Channel
 - 7.3.2. Canada Tissue Paper Market Outlook
 - 7.3.2.1. Market Size and Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share and Forecast
 - 7.3.2.2.1. By Product
 - 7.3.2.2.2. By End User
 - 7.3.2.2.3. By Distribution Channel
 - 7.3.3. Mexico Tissue Paper Market Outlook
 - 7.3.3.1. Market Size and Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share and Forecast
 - 7.3.3.2.1. By Product
 - 7.3.3.2.2. By End User
 - 7.3.3.2.3. By Distribution Channel

8. ASIA-PACIFIC TISSUE PAPER MARKET OUTLOOK

- 8.1. Market Size and Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product
 - 8.2.2. By End User
 - 8.2.3. By Distribution Channel
 - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Tissue Paper Market Outlook
 - 8.3.1.1. Market Size and Forecast

- 8.3.1.1.1. By Value
- 8.3.1.2. Market Share and Forecast
 - 8.3.1.2.1. By Product
 - 8.3.1.2.2. By End User
 - 8.3.1.2.3. By Distribution Channel
- 8.3.2. Japan Tissue Paper Market Outlook
 - 8.3.2.1. Market Size and Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share and Forecast
 - 8.3.2.2.1. By Product
 - 8.3.2.2.2. By End User
 - 8.3.2.2.3. By Distribution Channel
- 8.3.3. South Korea Tissue Paper Market Outlook
 - 8.3.3.1. Market Size and Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share and Forecast
 - 8.3.3.2.1. By Product
 - 8.3.3.2.2. By End User
 - 8.3.3.2.3. By Distribution Channel
- 8.3.4. Australia Tissue Paper Market Outlook
 - 8.3.4.1. Market Size and Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share and Forecast
 - 8.3.4.2.1. By Product
 - 8.3.4.2.2. By End User
 - 8.3.4.2.3. By Distribution Channel
- 8.3.5. India Tissue Paper Market Outlook
 - 8.3.5.1. Market Size and Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share and Forecast
 - 8.3.5.2.1. By Product
 - 8.3.5.2.2. By End User
 - 8.3.5.2.3. By Distribution Channel

9. EUROPE TISSUE PAPER MARKET OUTLOOK

- 9.1. Market Size and Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast

- 9.2.1. By Product
- 9.2.2. By End User
- 9.2.3. By Distribution Channel
- 9.2.4. By Country
- 9.3. Europe: Country Analysis
 - 9.3.1. Germany Tissue Paper Market Outlook
 - 9.3.1.1. Market Size and Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share and Forecast
 - 9.3.1.2.1. By Product
 - 9.3.1.2.2. By End User
 - 9.3.1.2.3. By Distribution Channel
 - 9.3.2. United Kingdom Tissue Paper Market Outlook
 - 9.3.2.1. Market Size and Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share and Forecast
 - 9.3.2.2.1. By Product
 - 9.3.2.2.2. By End User
 - 9.3.2.2.3. By Distribution Channel
 - 9.3.3. France Tissue Paper Market Outlook
 - 9.3.3.1. Market Size and Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share and Forecast
 - 9.3.3.2.1. By Product
 - 9.3.3.2.2. By End User
 - 9.3.3.2.3. By Distribution Channel
 - 9.3.4. Italy Tissue Paper Market Outlook
 - 9.3.4.1. Market Size and Forecast
 - 9.3.4.1.1. By Value
 - 9.3.4.2. Market Share and Forecast
 - 9.3.4.2.1. By Product
 - 9.3.4.2.2. By End User
 - 9.3.4.2.3. By Distribution Channel
 - 9.3.5. Spain Tissue Paper Market Outlook
 - 9.3.5.1. Market Size and Forecast
 - 9.3.5.1.1. By Value
 - 9.3.5.2. Market Share and Forecast
 - 9.3.5.2.1. By Product
 - 9.3.5.2.2. By End User

9.3.5.2.3. By Distribution Channel

10. SOUTH AMERICA TISSUE PAPER MARKET OUTLOOK

10.1. Market Size and Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product

10.2.2. By End User

10.2.3. By Distribution Channel

10.2.4. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Tissue Paper Market Outlook

10.3.1.1. Market Size and Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share and Forecast

10.3.1.2.1. By Product

10.3.1.2.2. By End User

10.3.1.2.3. By Distribution Channel

10.3.2. Argentina Tissue Paper Market Outlook

10.3.2.1. Market Size and Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share and Forecast

10.3.2.2.1. By Product

10.3.2.2.2. By End User

10.3.2.2.3. By Distribution Channel

10.3.3. Chile Tissue Paper Market Outlook

10.3.3.1. Market Size and Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share and Forecast

10.3.3.2.1. By Product

10.3.3.2.2. By End User

10.3.3.2.3. By Distribution Channel

11. MIDDLE EAST & AFRICA TISSUE PAPER MARKET OUTLOOK

11.1. Market Size and Forecast

11.1.1. By Value

11.2. Market Share & Forecast

- 11.2.1. By Product
- 11.2.2. By End User
- 11.2.3. By Distribution Channel
- 11.2.4. By Country
- 11.3. Middle East & Africa: Country Analysis
 - 11.3.1. South Africa Tissue Paper Market Outlook
 - 11.3.1.1. Market Size and Forecast
 - 11.3.1.1.1. By Value
 - 11.3.1.2. Market Share and Forecast
 - 11.3.1.2.1. By Product
 - 11.3.1.2.2. By End User
 - 11.3.1.2.3. By Distribution Channel
 - 11.3.2. Saudi Arabia Tissue Paper Market Outlook
 - 11.3.2.1. Market Size and Forecast
 - 11.3.2.1.1. By Value
 - 11.3.2.2. Market Share and Forecast
 - 11.3.2.2.1. By Product
 - 11.3.2.2.2. By End User
 - 11.3.2.2.3. By Distribution Channel
 - 11.3.3. Iran Tissue Paper Market Outlook
 - 11.3.3.1. Market Size and Forecast
 - 11.3.3.1.1. By Value
 - 11.3.3.2. Market Share and Forecast
 - 11.3.3.2.1. By Product
 - 11.3.3.2.2. By End User
 - 11.3.3.2.3. By Distribution Channel
 - 11.3.4. Egypt Tissue Paper Market Outlook
 - 11.3.4.1. Market Size and Forecast
 - 11.3.4.1.1. By Value
 - 11.3.4.2. Market Share and Forecast
 - 11.3.4.2.1. By Product
 - 11.3.4.2.2. By End User
 - 11.3.4.2.3. By Distribution Channel

12. MARKET DYNAMICS

- 12.1. Drivers
- 12.2. Challenges

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

- 14.1. Kimberly-Clark Corporation
- 14.2. Essity Aktiebolag (publ)
- 14.3. Vinda International Holdings Limited
- 14.4. The Procter & Gamble Company
- 14.5. Hengan International Group Company Ltd.
- 14.6. Clearwater Paper Corporation
- 14.7. Unicharm Corporation
- 14.8. Sofidel Group
- 14.9. Kruger Inc.
- 14.10. MPI Papermills Inc.

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

List Of Figures

LIST OF FIGURES

Figure 1: Global Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 2: Global Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 3: Global Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 4: Global Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 5: Global Tissue Paper Market Share, By Region, By Value, 2020 & 2026F

Figure 6: Global Tissue Paper Market Share, By Company, 2020

Figure 7: Global Tissue Paper Market Map, By Product, Market Size (USD Billion) & Growth Rate (%), 2020

Figure 8: Global Tissue Paper Market Map, By End User, Market Size (USD Billion) & Growth Rate (%), 2020

Figure 9: Global Tissue Paper Market Map, By Distribution Channel, Market Size (USD Billion) & Growth Rate (%), 2020

Figure 10: Global Tissue Paper Market Map, By Region, Market Size (USD Billion) & Growth Rate (%), 2020

Figure 11: North America Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 12: North America Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 13: North America Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 14: North America Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 15: North America Tissue Paper Market Share, By Country, By Value, 2020 & 2026F

Figure 16: United States Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 17: United States Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 18: United States Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 19: United States Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 20: Canada Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 21: Canada Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 22: Canada Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 23: Canada Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 24: Mexico Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 25: Mexico Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 26: Mexico Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 27: Mexico Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 28: Asia-Pacific Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 29: Asia-Pacific Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 30: Asia-Pacific Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 31: Asia-Pacific Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 32: Asia-Pacific Tissue Paper Market Share, By Country, By Value, 2020 & 2026F

Figure 33: China Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 34: China Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 35: China Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 36: China Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 37: Japan Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 38: Japan Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 39: Japan Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 40: Japan Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 41: South Korea Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 42: South Korea Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 43: South Korea Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 44: South Korea Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 45: Australia Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 46: Australia Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 47: Australia Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 48: Australia Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 49: India Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 50: India Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 51: India Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 52: India Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 53: Europe Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 54: Europe Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 55: Europe Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 56: Europe Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 57: Europe Tissue Paper Market Share, By Country, By Value, 2020 & 2026F

Figure 58: Germany Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 59: Germany Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 60: Germany Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 61: Germany Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 62: United Kingdom Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 63: United Kingdom Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 64: United Kingdom Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 65: United Kingdom Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 66: France Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 67: France Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 68: France Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 69: France Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 70: Italy Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 71: Italy Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 72: Italy Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 73: Italy Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 74: Spain Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 75: Spain Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 76: Spain Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 77: Spain Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 78: South America Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 79: South America Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 80: South America Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 81: South America Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 82: South America Tissue Paper Market Share, By Country, By Value, 2020 & 2026F

Figure 83: Brazil Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 84: Brazil Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 85: Brazil Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 86: Brazil Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 87: Argentina Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 88: Argentina Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 89: Argentina Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 90: Argentina Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 91: Chile Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 92: Chile Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 93: Chile Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 94: Chile Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 95: Middle East & Africa Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 96: Middle East & Africa Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 97: Middle East & Africa Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 98: Middle East & Africa Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 99: Middle East & Africa Tissue Paper Market Share, By Country, By Value, 2020 & 2026F

Figure 100: South Africa Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 101: South Africa Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 102: South Africa Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 103: South Africa Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 104: Saudi Arabia Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 105: Saudi Arabia Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 106: Saudi Arabia Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 107: Saudi Arabia Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 108: Iran Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 109: Iran Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 110: Iran Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 111: Iran Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 112: Egypt Tissue Paper Market Size, By Value (USD Billion), 2016-2026F

Figure 113: Egypt Tissue Paper Market Share, By Product, By Value, 2016-2026F

Figure 114: Egypt Tissue Paper Market Share, By End User, By Value, 2016-2026F

Figure 115: Egypt Tissue Paper Market Share, By Distribution Channel, By Value, 2016-2026F

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