

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).

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