

# **United States Tissue Paper Market, By Product (Toilet Paper, Kitchen Towel, Facial Tissues, Napkins, and Others (Wipes, Decorative Tissue, etc.)), By End User (Residential, Hospital, Food and Beverage Industry, and Others (Malls and Multiplex, Schools, Colleges, etc.)), By Distribution Channel (Hypermarket/ Supermarket, Departmental Stores, Pharmacy/Drug Stores, Online Sales Channel, and Others (Direct Sellers, General Merchandised Retailers, etc.)), By Region, By Top 10 States, Competition Forecast & Opportunities, 2026F**

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## **Abstracts**

United States tissue paper market stood at USD11.51 billion in 2020 and is anticipated to grow with a CAGR of 4.3% in the forecast period, 2022-2026, to reach a market value of USD14.63 billion by 2026F. The market is expected to grow on account of increasing awareness among the population regarding hygiene maintenance. Increasing demand for various kinds of tissue paper for its multiple usages in the household, personal care, hygiene maintenance, etc., is further driving the growth of the United States tissue paper market in the upcoming five years. Increasing population of the country, rising disposable income, rapidly growing options, and growing number of market players in the industry are some of the major factors supporting the growth of the United States tissue paper market in the next five years. Currently, the market players are focusing on the development of biodegradable and recyclable tissue paper and its related products. Recyclable and biodegradable tissue papers are also beneficial for the environment, thus satisfying the rising concerns regarding cutting trees for the production of paper

and further substantiating the growth of the United States tissue paper market in the future five years. Moreover, growing demand from the end-user sector further aid the United States tissue paper market growth in the forecast years through 2026.

The United States tissue paper market is segmented on the basis of product, distribution channel, end user, top 10 leading states analysis, regional distribution, and competitive landscape. Based on product, the market is further segmented into toilet paper, kitchen towel, facial tissues, napkins, and others like wipes, decorative tissue, etc. The toilet paper segment is anticipated to hold the largest revenue shares of the market and dominate the market segment in the upcoming five years on account of increasing consumption in the country along with the increasing concerns among the population regarding safety and hygiene. Kitchen towel is also expected to register significant growth in the next five years due to increased usage of kitchen towels in the modern household.

Some of the major players operating in the United States tissue paper market are Kimberly-Clark Corporation, The Procter & Gamble Company, Cascades Inc., Clearwater Paper Corporation, INTERNATIONAL PAPER COMPANY, Essity Aktiebolag (publ), Sofidel America Corp., Von Drehle Corporation, First Quality Tissue LLC, and OASIS TISSUE, LLC. Companies are continuously releasing new products to be competitive in the market and focusing on marketing and advertising related to innovation and a better understanding of population mobility and growth are areas where the sector needs to invest more to rekindle growth.

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 United States tissue paper market from 2016 to 2020.

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

To define, classify and forecast the United States tissue paper market on the basis of product, distribution channel, end users, top 10 states analysis, regional distribution, and competitive landscape.

To scrutinize the detailed market segmentation and forecast the market size on the basis of four regions, namely – South, West, Midwest and Northeast.

To examine competitive developments such as expansions, innovative product launches, government policy and investments and new entrants in the United States tissue paper market.

To strategically profile leading players operating in the United States tissue paper market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of leading tissue paper companies across the United States. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the company personnel were also enquired about their key products, prices of products and competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product, end user, distribution channel and regional presence of all major tissue paper companies across the country.

TechSci Research calculated the United States tissue paper market size using a top-down approach, where manufacturers' value share data for various segments was recorded and forecast for the future years. TechSci Research sourced these values from industry experts and company representatives and externally validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as company annual reports, World Bank, International Trade Centre, United States Census Bureau, press releases, industry magazines, industry reports, news dailies, credible paid databases and proprietary databases were also studied by TechSci Research.

### Key Target Audience:

Tissue paper manufacturers/importers, suppliers, distributors and other stakeholders.

Trade Associations, organizations, forums and alliances related to Tissue Paper manufacturing

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders, such as tissue paper manufacturers, distributors, dealers and policy makers. The study would also help them in deciding which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

### Report Scope:

In this report, United States tissue paper market has been segmented into the following categories in addition to the industry trends which have also been detailed below:

#### United States Tissue Paper Market, By Product:

Toilet Paper

Kitchen Towel

Facial Tissues

Napkins

Others

#### United States Tissue Paper Market, By End User:

Residential

Hospital

Food and Beverage Industry

Others

#### United States Tissue Paper Market, By Distribution Channel:

Hypermarket/ Supermarket

Departmental Stores

Pharmacy/Drug Stores

Online Sales Channel

Others

#### United States Tissue Paper Market, Market, By Region:

South

West

Mid-West

North-East

#### United States Tissue Paper Market, Market, By Top 10 Leading States:

California

Texas

Florida

New York

Pennsylvania

Illinois

Ohio

Georgia

North Carolina

Michigan

Others

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies operating in the United States tissue paper market.

### Available Customizations:

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:

### Channel Partner Analysis

Detailed list of distributors and dealers across all major regions.

### Company Information

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