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Global Tissue Paper Market Outlook to 2020

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Abstracts

Tissue paper has become one of the most essential commodities of daily life. Tissue paper products are generally made from three main types of raw material: woodfree (or chemical) pulp, wood-containing (or mechanical) pulp and recovered paper. The tissue paper came into use in 1920's and since then the consumption of tissue paper has been consistently increasing. The continuous developments in the tissue paper industry have enabled individuals to lead a more sterile and hygienic life.

Majorly there are five types of tissue papers namely; Bathroom Tissue, Facial Tissue, Paper Towel, Paper Napkin and, Specialty and Wrapping Tissue. Each of the tissue paper products has its own quality requirement according to the usage. The tissue paper industry is broadly classified into two categories: At Home; also known as Consumer tissue; and Away from Home (AfH). The At Home segment comprises of tissues that are used for domestic purposes whereas tissue under the category of Away from Home segment are used for commercial and industrial purposes such as hotels, restaurants, hospitals and institutions; they include paper towels, toilet paper, napkins, facial tissue, dispensers and tissue products used in a working environment. A number of properties, such as absorption, porosity, coarseness, tensile strength, and tactility, determine the quality of tissue paper.

The key factors driving the growth of the tissue paper industry include changing lifestyles, rising healthcare expenditures, increasing population apart from steady rise in global GDP. However, the growth of tissue paper industry is hindered by increasing demand of hand dryers by various organizations and other environmental factors which impacts it negatively.

The report offers a comprehensive analysis of the global tissue paper industry along with the study of the regional markets including North America, China, and rest of the world. P&G, Kimberly-Clark, Cascades are the leading players dominating the tissue

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paper market. The company profiles of the major players are also discussed in detail in the report.

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