

# Global Tissue Paper Market Outlook to 2020

<https://marketpublishers.com/r/GCC91B25377EN.html>

Date: January 2016

Pages: 58

Price: US\$ 800.00 (Single User License)

ID: GCC91B25377EN

## 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

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

## Contents

### 1. OVERVIEW

- 1.1 Introduction
- 1.2 Classification of Tissue Paper Industry
  - 1.2.1 Types of Tissue Papers
- 1.3 Properties of Tissue Paper
  - 1.3.1 Quality Requirement
- 1.4 Fiber Requirement
  - 1.4.1 Types of Fiber
  - 1.4.2 Fiber Composition in Tissue Paper
- 1.5 Production Process

### 2. TISSUE PAPER - MARKET ANALYSIS

- 2.1 Global Market
  - Global Consumption: Actual & Forecast
- 2.2 Regional Markets
  - Regional Breakdown
  - Per Capita Consumption
  - 2.2.1 North America
    - Tissue Demand: Actual & Forecast
    - Tissue Production: Actual & Forecast
    - Production Share by Country
    - Demand Share by Country
    - Capacity Share by Country
    - Imports Share by Country
    - At Home Segmentation
    - Away from Home Segmentation
    - US Market Segmentation
      - US Tissue Demand: Actual & Forecast
      - US Tissue Production: Actual & Forecast
    - Canada Market Segmentation
      - Canada Tissue Demand: Actual & Forecast
      - Canada Tissue Production: Actual & Forecast
  - 2.2.2 China
    - Tissue Consumption: Actual & Forecast
    - Tissue Production: Actual & Forecast

Tissue Export: Actual & Forecast

### **3. MARKET DYNAMICS**

#### 3.1 Trends, Developments and Growth Drivers

- 3.1.1 Demographic and Changing Lifestyles
- 3.1.2 Improving Economic Condition
- 3.1.3 Rising Population
- 3.1.4 Rising Healthcare Expenditure
- 3.1.5 Sanitary Improvements
- 3.1.6 Advanced Technologies

#### 3.2 Challenges

- 3.2.1 Increasing Utilization of Hand Dryers
- 3.2.2 Environmental Factors
- 3.2.3 Quality Control

### **4. COMPETITIVE LANDSCAPE**

#### 4.1 North America

##### 4.1.1 US

- Facial Tissue Market Share
- Bathroom Tissue Market Share
- Paper Towel Market Share

##### 4.1.2 Canada

- Facial Tissue Market Share
- Bathroom Tissue Market Share
- Paper Towel Market Share

##### 4.1.2 Mexico

#### 4.2 Other Regions

UK

Italy

Brazil

Australia

China

Japan

### **5. COMPANY PROFILES**

#### 5.1 Procter & Gamble

- 5.1.1 Business Overview
- 5.1.2 Financial Overview
- 5.1.3 Business Strategies
- 5.2 Kimberly Clark
  - 5.2.1 Business Overview
  - 5.2.2 Financial Overview
  - 5.2.3 Business Strategies
- 5.3 Cascades Inc
  - 5.3.1 Business Overview
  - 5.3.2 Financial Overview
  - 5.3.3 Business Strategies

## List Of Charts

### LIST OF CHARTS

Tissue Industry Classification  
Tissue Paper Production Cycle  
Global Tissue Paper Consumption (2011-2015)  
Global Tissue Paper Consumption Forecast (2016-2020)  
Global per Capita Tissue Consumption by Region (2014)  
Comparison of Per Capita Tissue Paper Consumption (2014)  
North America's Tissue Market by Demand (2011-2015)  
North America's Tissue Market Forecast by Demand (2016-2020)  
North America's Tissue Market by Production (2011-2015)  
North America's Tissue Market Forecast by Production (2016-2020)  
North America's Tissue Imports Share by Country (2015E)  
North America's Tissue Production Share by Country (2015E)  
North America's Tissue Demand Share by Country (2015E)  
North America's Tissue Capacity Share by Country (2015E)  
North America At-home Tissue Product Consumption (2014)  
North America Away-from-home Tissue Product Consumption (2014)  
US Share of Tissue Consumption by End Use (2014)  
US Tissue Paper Market by Demand (2011-2015)  
US Tissue Paper Market Forecast by Demand (2016-2020)  
US Tissue Paper Market by Production (2011-2015)  
US Tissue Paper Market Forecast by Production (2016-2020)  
Canada Tissue Market by Demand (2011-2015)  
Canada Tissue Market Forecast by Demand (2016-2020)  
Canada Tissue Paper Market by Production (2011-2015)  
Canada Tissue Paper Market Forecast by Production (2016-2020)  
Share of Tissue Consumption in Canada by End Use (2014)  
China's Tissue Paper Consumption (2011-2015)  
China's Tissue Paper Consumption Forecast (2016-2020)  
China's Tissue Paper Production (2011-2015)  
China's Tissue Paper Production Forecast (2016-2020)  
China's Tissue Export Volume (2011-2015)  
Chinas Tissue Export Volume Forecast (2016-2020)  
Global GDP Growth (2011-2014)  
Global Population (2000-2025)  
Global Health Care Expenditure per Capita (2010-2014)

Global Tissue Market Share - by Company (2014)  
North America's Away From Home (AFH) Market Share - by Company (2014)  
US Facial Tissue Paper Market Share (2014)  
US Paper Towels Market Share (2014)  
US Bathroom Tissue Paper Market Share (2014)  
Canadian Bathroom Tissue Market Share (2014)  
Canadian Paper Towel Market Share (2014)  
Canadian Facial Tissue Market Share (2014)  
Mexico Tissue Market Share (2014)  
UK Tissue Paper Market Share (2014)  
Brazil Tissue Paper Market Share- by Brands (2014)  
Australia Tissue Paper Market Share (2014)  
Italy Tissue Paper Market Share (2014)  
Tissue Market Share in China (2014)  
Japan Tissue Paper Market Share (2014)  
P&G Revenue Share by Business Segment (2015)  
P&G Revenue Share by Geographic Region (2015)  
P&G Revenue and Net Income (2011-2015)  
Kimberly-Clark Revenue Share by Business Segment (2014)  
Kimberly-Clark Revenue Share by Geographic Region (2014)  
Kimberly-Clark Revenue and Net Income (2011-2014)  
Kimberly-Clark Research and Development Expenses (2012-2014)  
Cascades Inc Revenue Share by Business Segment (2014)  
Cascades Inc Revenue and Gross Profit (2012-2014)

## List Of Tables

### LIST OF TABLES

Major Quality Requirements According to the Type of Tissue  
Comparison of Harwood and Softwood Fibers  
Feature Comparison of Most Common Fibers  
Average Length and Coarseness of Fibers  
Fiber Composition According to Type of Tissue Paper



## I would like to order

Product name: Global Tissue Paper Market Outlook to 2020

Product link: <https://marketpublishers.com/r/GCC91B25377EN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GCC91B25377EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970