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Global Tissue Paper Market Report: 2015 Edition

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Abstracts

Tissue paper is a lightweight paper and 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 GNI and low penetration of substitutes for paper tissues. However, the growth of tissue paper industry is hindered by increasing demand of hand dryers by various organizations and other environmental factors.

The report offers a comprehensive analysis of the global tissue paper industry along with the study of the regional markets including China, Latin America, North America,

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and Europe. P&G, Kimberly-Clark, Cascades and Georgia-Pacific LLC are the leading players dominating the tissue market. The company profiles of the major players are also discussed in detail in the report.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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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 SIZE

2.1 Global Market
  Consumption Volume
  Growth Rate
  Market Segments
  Product Segments
  Utilization Rate
2.2 Regional Markets
  Regional Breakdown
  Per Capita Consumption
  Capacity Growth by Region
  Consumption Growth by Region
  2.2.1 North America
    Market Segments
    Growth Rate
    Product Segments
    2.2.1.1 US
    Import Volume by Source
    Private Label Growth
    2.2.1.2 Canada
      Market Overview
      Import Volume
  2.2.2 Latin America
    Market Segments

Growth Rate
Supply & Demand
2.2.3 Europe
Market Segments
2.2.4 China
Market Value
Market Segments
Product Segments
Capacity & Consumption

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 Advance 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
Market Share
Capacity Share
4.1.1 US
Facial Tissue
Paper Towel Share
Toilet Tissue Share
4.1.2 Canada
Facial Tissue
Paper Towel Share
Toilet Tissue Share
4.2.Western Europe
Total Market Share

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Toilet Tissue Share
Kitchen Towel Share
4.3 China
Market Share by Value
Market Share by Volume
Utilization Rate
Capacity Comparison

5. COMPANY PROFILES

5.1 Procter & Gamble
5.1.1 Business Overview
5.1.2 Financial Overview
5.1.3 Business Strategies
Unremitting Focus on Innovation
Business Expansion through Acquisitions
5.2 Kimberly Clark Corporation
5.2.1 Business Overview
5.2.2 Financial Overview
5.2.3 Business Strategies
Focus on Human Resources
Restructuring of Business Activities
5.3 Cascades Inc
5.3.1 Business Overview
5.3.2 Financial Overview
5.3.3 Business Strategies
Environmental Programs
Expansion through Product Development

6. MARKET OUTLOOK

6.1 Market Forecast
6.2 Forecast Methodology
6.2.1 Dependent and Independent Variables
6.2.2 Correlation Analysis
6.2.3 Regression Analysis

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List Of Charts

LIST OF CHARTS

Tissue Industry Classification
Tissue Paper Production Cycle
Global Tissue Consumption (2007-2013)
Growth Rate of Global Tissue Consumption (2008-2013)
Segment-Wise Percentage Distribution of Global Tissue Paper Consumption (2013)
Segment-Wise Distribution of Global Tissue Paper Consumption (2013)
Percentage Distribution of Global Tissue Paper Consumption – by Product (2013)
Global Tissue Paper Consumption – by Product (2013)
Global Tissue Market Capacity Utilization Rate (2008-2014E)
Global per Capita Tissue Consumption (2013)
World Tissue Demand - Geographic Distribution (2013)
Tissue Production Capacity Growth-by Regions (2013)
Growth of Tissue Consumption- by Volume (2000-2013)
Average Demand Growth Rate by Region (2013-2018E)
North America's Tissue Share Breakdown-by Use (2013)
North America's Tissue Market Growth (2008-2013)
Growth of Tissue Converters in North America (2013)
North America At-home Tissue Product Consumption (2013)
North America Away-from-home Tissue Product Consumption (2013)
US Share of Tissue Consumption (2013)
US Tissue Imports by Source (2008-2013)
Share of US Tissue Import Sources - By Parent Rolls (2013)
US Tissue Import Developments (2008-2013)
Share of US Tissue Import Sources- by Converted Products (2013)
Growth of Private Label Share by Segment in the US (2003 vs 2013)
Canadian Tissue Import Trend (2008-2013)
Share of Tissue Consumption in China (2013)
Latin America's Tissue Share Breakdown-by Use (2013)
Latin America's Tissue Market Growth Rate (2008-2013)
Europe's Tissue Share Breakdown-by Use (2013)
China's Tissue Market Value (2008-2013)
China's Share in Asian Tissue Market- by Revenue (2013)
China's Tissue Share Breakdown-by Product (2013)
China's Tissue Share Breakdown-by Use (2013)
China Household Paper Industry - Supply & Demand (2010-2015E)

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China's Tissue Consumption Growth (2008-2013)
Global GDP (2007-2013)
Global Population (2008-2013)
Global Health Care Expenditure per Capita (2007-2013)
North America's Market Share - by Brand (2013)
North American Tissue Capacity by Producer (2013)
North American Tissue Capacity by Producer (2014E)
US Facial Tissue Paper Market Share (2013)
US Paper Towels Market Share (2013)
US Toilet Tissue Paper Market Share (2013)
Canadian Bathroom Tissue Market Share-by End-market (2013)
Canadian Paper Towel Market Share-by End-market (2013)
Canadian Facial Tissue Market Share-by End-market (2013)
Western Europe's Market Share - by Brands (2013)
Toilet Tissue Value Share in Western Europe by Brands (2013)
Kitchen Towels Value Share in Western Europe by Brands (2013)
China's Market Share - by Brands (2013)
Tissue Market Share in China- by Revenue (2013)
China's Top 4 Producers' Utilization Rates (2009-2013)
China's Top 4 Producers' Capacity (2013-2015E)
P&G Revenue Share by Business Segment (2014)
P&G Revenue Share by Geographic Region (2014)
P&G Revenue and Income (2009-2014)
Kimberly-Clark Revenue Share by Business Segment (2013)
Kimberly-Clark Revenue Share by Geographic Region (2013)
Kimberly-Clark Revenue and Income (2009-2013)
Cascades Inc Revenue Share by Business Segment (2013)
Cascades Inc Revenue and Income (2009-2013)
Global Tissue Paper Consumption (2013-2017F)

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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
Latin America Tissue Supply and Demand Model (2013-2016E)
China's Tissue capacity
China's Tissue Consumption
Dependent & Independent Variables (2008-2013)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

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