

Hygiene Tissue Market Size, Share, and Outlook, 2025 Report- By Type (Toilet Tissue, Facial Tissue, Paper Handkerchiefs, Napkins, Paper Towels, Wet Wipes, Others), Application (Residential, Hospitals, Restaurants, Institutions and Offices, Schools, Others), Distribution Channel (Retail Pharmacies, Supermarkets and Hypermarkets, Convenience Stores, Online, Others), and Companies, 2021-2032

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Abstracts

Hygiene Tissue Market Outlook

The global Hygiene Tissue market is expected to register a growth rate of 7.3% during the forecast period from \$91.4 Billion in 2024 to \$160.6 Billion in 2032. The Hygiene Tissue market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Hygiene Tissue segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Toilet Tissue, Facial Tissue, Paper Handkerchiefs, Napkins, Paper Towels, Wet Wipes, Others), Application (Residential, Hospitals, Restaurants, Institutions and Offices, Schools, Others), Distribution Channel (Retail Pharmacies, Supermarkets and Hypermarkets, Convenience Stores, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Hygiene Tissue markets.

Hygiene Tissue Market Insights, 2025

The hygiene tissue market is experiencing steady growth driven by rising awareness of personal hygiene, especially in the aftermath of global health crises such as COVID-19. Urbanization, improved sanitation infrastructure, and changing lifestyles in emerging economies contribute to increased consumption of toilet paper, facial tissues, paper towels, and napkins. Consumers increasingly prefer premium, soft, and biodegradable hygiene tissue products aligned with sustainability goals. Innovations in multi-ply, scented, and aloe-infused tissue products enhance consumer appeal. The expansion of organized retail chains and e-commerce platforms ensures wider availability and convenience. Major producers like Kimberly-Clark, Procter & Gamble, and Georgia-Pacific focus on product innovation, eco-friendly packaging, and regional customization to capture market share.

Five Trends that will define global Hygiene Tissue market in 2025 and Beyond

A closer look at the multi-million global market for Hygiene Tissue identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Hygiene Tissue companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Hygiene Tissue industry?

The Hygiene Tissue sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Hygiene Tissue Market Segment Insights

The Hygiene Tissue industry presents strong offers across categories. The analytical report offers forecasts of Hygiene Tissue industry performance across segments and countries. Key segments in the industry include By Type (Toilet Tissue, Facial Tissue, Paper Handkerchiefs, Napkins, Paper Towels, Wet Wipes, Others), Application (Residential, Hospitals, Restaurants, Institutions and Offices, Schools, Others), Distribution Channel (Retail Pharmacies, Supermarkets and Hypermarkets,

Convenience Stores, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Hygiene Tissue market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Hygiene Tissue industry ecosystem. It assists decision-makers in evaluating global Hygiene Tissue market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Hygiene Tissue industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Hygiene Tissue Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Hygiene Tissue Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Hygiene Tissue with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Hygiene Tissue market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Hygiene Tissue market Insights Executives are most excited about opportunities for the US Hygiene Tissue industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Hygiene Tissue companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Hygiene Tissue market.

Latin American Hygiene Tissue market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Hygiene Tissue Markets New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Hygiene Tissue markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana,

Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Hygiene Tissue markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Hygiene Tissue companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Asia Pulp and Paper Co., Ltd., Carmen Tissues S.A.E, Clearwater Paper Corporation, Georgia-Pacific LLC, Hengan International Group Company Limited, Johnson and Johnson Services, Inc., Kimberly-Clark Corporation, Kruger Inc., MPI Papermills Inc., Procter and Gamble Company, Sofidel S.p.A., Svenska Cellulosa Aktiebolaget SCA, Unicharm Corporation, Orchids Paper Products Company, Kao Corporation, Beiersdorf AG.

Hygiene Tissue Market Scope

Leading Segments

By Type

Toilet Tissue

Facial Tissue

Paper Handkerchiefs

Napkins

Paper Towels

Wet Wipes

Others

By Application

Residential

Hospitals

Restaurants

Institutions and Offices

Schools

Others

By Distribution Channel

Retail Pharmacies

Supermarkets and Hypermarkets

Convenience Stores

Online

Others

Leading Companies

Asia Pulp and Paper Co., Ltd.

Carmen Tissues S.A.E

Clearwater Paper Corporation

Georgia-Pacific LLC

Hengan International Group Company Limited

Johnson and Johnson Services, Inc.

Kimberly-Clark Corporation

Kruger Inc.

MPI Papermills Inc.

Procter and Gamble Company

Sofidel S.p.A.

Svenska Cellulosa Aktiebolaget SCA

Unicharm Corporation

Orchids Paper Products Company

Kao Corporation

Beiersdorf AG

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Hygiene Tissue Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Hygiene Tissue Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL HYGIENE TISSUE MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Hygiene Tissue Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. HYGIENE TISSUE MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Toilet Tissue

Facial Tissue

Paper Handkerchiefs

Napkins

Paper Towels

Wet Wipes

Others

By Application

Residential

Hospitals

Restaurants

Institutions and Offices

Schools

Others

By Distribution Channel

Retail Pharmacies

Supermarkets and Hypermarkets

Convenience Stores

Online

Others

6. GLOBAL HYGIENE TISSUE MARKET OUTLOOK ACROSS GROWTH

Hygiene Tissue Market Size, Share, and Outlook, 2025 Report- By Type (Toilet Tissue, Facial Tissue, Paper Hand...

SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA HYGIENE TISSUE MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024
- 6.2 North America Hygiene Tissue Market Trends and Growth Opportunities
 - 6.2.1 North America Hygiene Tissue Market Outlook by Type
 - 6.2.2 North America Hygiene Tissue Market Outlook by Application
- 6.3 North America Hygiene Tissue Market Outlook by Country
 - 6.3.1 The US Hygiene Tissue Market Outlook, 2021- 2032
 - 6.3.2 Canada Hygiene Tissue Market Outlook, 2021- 2032
 - 6.3.3 Mexico Hygiene Tissue Market Outlook, 2021- 2032

7. EUROPE HYGIENE TISSUE MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Hygiene Tissue Market Trends and Growth Opportunities
 - 7.2.1 Europe Hygiene Tissue Market Outlook by Type
 - 7.2.2 Europe Hygiene Tissue Market Outlook by Application
- 7.3 Europe Hygiene Tissue Market Outlook by Country
 - 7.3.2 Germany Hygiene Tissue Market Outlook, 2021- 2032
 - 7.3.3 France Hygiene Tissue Market Outlook, 2021- 2032
 - 7.3.4 The UK Hygiene Tissue Market Outlook, 2021- 2032
 - 7.3.5 Spain Hygiene Tissue Market Outlook, 2021- 2032
 - 7.3.6 Italy Hygiene Tissue Market Outlook, 2021- 2032
 - 7.3.7 Russia Hygiene Tissue Market Outlook, 2021- 2032
 - 7.3.8 Rest of Europe Hygiene Tissue Market Outlook, 2021- 2032

8. ASIA PACIFIC HYGIENE TISSUE MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Hygiene Tissue Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Hygiene Tissue Market Outlook by Type
 - 8.2.2 Asia Pacific Hygiene Tissue Market Outlook by Application
- 8.3 Asia Pacific Hygiene Tissue Market Outlook by Country

- 8.3.1 China Hygiene Tissue Market Outlook, 2021- 2032
- 8.3.2 India Hygiene Tissue Market Outlook, 2021- 2032
- 8.3.3 Japan Hygiene Tissue Market Outlook, 2021- 2032
- 8.3.4 South Korea Hygiene Tissue Market Outlook, 2021- 2032
- 8.3.5 Australia Hygiene Tissue Market Outlook, 2021- 2032
- 8.3.6 South East Asia Hygiene Tissue Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Hygiene Tissue Market Outlook, 2021- 2032

9. SOUTH AMERICA HYGIENE TISSUE MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Hygiene Tissue Market Trends and Growth Opportunities
 - 9.2.1 South America Hygiene Tissue Market Outlook by Type
 - 9.2.2 South America Hygiene Tissue Market Outlook by Application
- 9.3 South America Hygiene Tissue Market Outlook by Country
 - 9.3.1 Brazil Hygiene Tissue Market Outlook, 2021- 2032
 - 9.3.2 Argentina Hygiene Tissue Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Hygiene Tissue Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA HYGIENE TISSUE MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Hygiene Tissue Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Hygiene Tissue Market Outlook by Type
 - 10.2.2 Middle East and Africa Hygiene Tissue Market Outlook by Application
- 10.3 Middle East and Africa Hygiene Tissue Market Outlook by Country
 - 10.3.1 Saudi Arabia Hygiene Tissue Market Outlook, 2021- 2032
 - 10.3.2 The UAE Hygiene Tissue Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Hygiene Tissue Market Outlook, 2021- 2032
 - 10.3.4 South Africa Hygiene Tissue Market Outlook, 2021- 2032
 - 10.3.5 Egypt Hygiene Tissue Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Hygiene Tissue Market Outlook, 2021- 2032

11. COMPANY PROFILES

- 11.1 Leading 10 Companies
 - Asia Pulp and Paper Co., Ltd.
 - Carmen Tissues S.A.E
 - Clearwater Paper Corporation

Georgia-Pacific LLC
Hengan International Group Company Limited
Johnson and Johnson Services, Inc.
Kimberly-Clark Corporation
Kruger Inc.
MPI Papermills Inc.
Procter and Gamble Company
Sofidel S.p.A.
Svenska Cellulosa Aktiebolaget SCA
Unicharm Corporation
Orchids Paper Products Company
Kao Corporation
Beiersdorf AG
11.2 Overview
11.3 Products and Services
11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options
12.2 Customization Options
12.3 Publisher Details

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