

# **Tissue Paper Market Size, Trends, Analysis, and Outlook By Raw Material (Bleached Softwood Kraft Pulp (BSK), Birch Hardwood Kraft Pulp (BHK), High Yield Pulp (HYP), Others), By Product (Bathroom Tissue, Paper Napkins, Paper Towels, Facial Tissues, Speciality and Wrapping Tissue), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

Tissue Paper Market is projected to register a high CAGR from 2023 to 2030.

The tissue paper market is set for growth due to increasing hygiene awareness and the rising demand for sustainable, biodegradable tissue products. Innovations in recycled materials and eco-friendly production processes will drive demand among environmentally conscious consumers. The convenience of disposable tissue products, particularly in emerging markets, will also fuel market expansion, with the rise of e-commerce platforms enhancing accessibility. The trend toward premium tissue products with added softness and durability is expected to influence purchasing decisions.

Tissue Paper Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Tissue Paper survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Tissue Paper industry.

Key market trends defining the global Tissue Paper demand in 2025 and Beyond

The Tissue Paper industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

### Tissue Paper Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

### Key strategies adopted by companies within the Tissue Paper industry

Leading Tissue Paper companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Tissue Paper companies.

### Tissue Paper Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

## Tissue Paper Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Tissue Paper industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

## Tissue Paper Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

## North America Tissue Paper Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Tissue Paper market segments. Similarly, strong market demand encourages Canadian Tissue Paper companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

## Europe Tissue Paper Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Tissue Paper industry remains the major market for companies in the European Tissue Paper industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Tissue Paper market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

## Asia Pacific Tissue Paper Market Size Outlook- an attractive hub for opportunities for

both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Tissue Paper in Asia Pacific. In particular, China, India, and South East Asian Tissue Paper markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

**Latin America Tissue Paper Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Tissue Paper Market Size Outlook-** continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Tissue Paper market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Tissue Paper.

### Tissue Paper Company Profiles

The global Tissue Paper market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Carmen Tissues SAE, Clearwater Paper Corp, Empresas CMPC S.A., Hengan International Group Co. Ltd, JUKEBOXPRINT.COM Inc, Kimberly Clark Corp, Koch Industries Inc, Kruger Inc, METSA GROUP, MPI Papermills Inc, Paper Mart, Resolute Forest Products Inc, Sofidel Group, The Cheeky Panda, The Procter & Gamble Company (P&G), The SCA Group

LLC, Unicharm Corp, Unilever PLC.

## Recent Tissue Paper Market Developments

The global Tissue Paper market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Tissue Paper Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Raw Material

Bleached Softwood Kraft Pulp (BSK)

Birch Hardwood Kraft Pulp (BHK)

High Yield Pulp (HYP)

Others

By Product

Bathroom Tissue

Paper Napkins

Paper Towels

Facial Tissues

Speciality and Wrapping Tissue

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Carmen Tissues SAE

Clearwater Paper Corp

Empresas CMPC S.A.

Hengan International Group Co. Ltd

JUKEBOXPRINT.COM Inc

Kimberly Clark Corp

Koch Industries Inc

Kruger Inc

METSA GROUP

MPI Papermills Inc

Paper Mart

Resolute Forest Products Inc

Sofidel Group

The Cheeky Panda

The Procter & Gamble Company (P&G)

The SCA Group LLC

Unicharm Corp

Unilever PLC

Formats Available: Excel, PDF, and PPT

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