

Toilet Paper Market | Global Industry Outlook, Size (\$39.50 Bn), Share, Growth (CAGR of 5.2%), Top Companies Analysis

PORTLAND, OREGON, UNITED STATES, February 13, 2023 /EINPresswire.com/ -- According to the report published by Allied Market Research, the global [toilet paper market](#) generated \$26.03 billion in 2020, and is estimated to garner \$39.50 billion by 2028, witnessing a CAGR of 5.2% from 2021 to 2028. The report offers an extensive analysis of changing market dynamics, value chain, top segments, regional scenarios, key investment pockets, and competitive landscape.



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Increase in requirement of home care products, rise in disposable incomes and standards of living drive the growth of the global toilet paper market. However, high cost of raw materials hinders the market growth. On the other hand, changes in lifestyle and rise in disposable income present new opportunities in the coming years.

There has been a trend and substantial growth in manufacturing personal hygiene products to prevent spread of dirt, germs, bacteria, and viruses. In developed countries and other parts of the world, toilet paper has acquired popularity as an effective cleanser after defecation. It has been used in various commercial industries including hospitals, hotel, restaurants, malls, offices, schools and colleges. Moreover, its popularity has gained traction in domestic locations.

There has been an increase in the demand for toilet paper in several personal hygienic products due to its excellent absorbent quality as it has thick layers of paper. Consumers are increasingly inclined toward toilet paper, because of its low cost, resulting in an increase in market demand for different variants of toilet paper. However, toilet papers are causing problems to adults who are suffering from hemorrhoid or piles, and this factor is expected to hinder the toilet paper

market growth.

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According to CXOs, the global toilet paper market has been growing at a considerable pace, owing to upsurge in sanitary ware products in the developing countries and the availability of abundant raw materials. The market is divided into organized and unorganized players. The organized players have a strong hold in the market, and hence, they pose a strong entry barrier for the new entrants in the market. The brand creation in this market takes more than five to ten years. Creation of a strong and widespread distribution network is a constant and long-drawn process. It takes many years to create such a network, and thus, this network creation is a strong entry barrier. The players in the organized sector benefit because of their strong brand image and the existing distribution network in the toilet paper market.

The demand drivers in the global toilet paper market include increase in disposable income of consumers, surge in urbanization, growth in shift from unbranded products to branded products, and strong replacement demand. However, increase in cost of raw material is anticipated to hamper the growth of the toilet paper market during the forecast period.

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Based on region, North America accounted for the largest share in terms of revenue in 2020, contributing to nearly two-fifths of the total market share, and is projected to continue its dominant share by 2028. However, LAMEA is estimated to register the largest CAGR of 6.9% during the forecast period.

Leading players of the global toilet paper market analyzed in the research include Caprice, Essity, Georgia-Pacific LLC, Naturelle Consumer Products LTD, Orchids Tissue Paper Products, P&G, Traidcraft, Kimberly – Clark Corporation, Unilever, and Velvet CARE.

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