

# Tissue Paper Market Size, Share & Forecast Analysis 2023-2030: A US\$25327.70 Mn Market by 2030

*Tissue Paper Market Size 2024 | Share by Top Companies, Trends, In-Depth Analysis and Growth Forecast 2030*

WASHINGTON, D.C, DISTRICT OF COLUMBIA, UNITED STATES, February 21, 2024 /EINPresswire.com/ -- Tissue Paper is a type of paper product that is used for various purposes, such as personal hygiene, facial care, cleaning, wiping, and food service. Tissue Paper is lightweight, soft, absorbent, and disposable, making it a convenient and hygienic choice for consumers. The Global [Tissue Paper Market](#) size was valued at USD 20149.88 Million in 2022 and is projected to USD 25327.70 Million by 2030, exhibiting a CAGR of 2.90% during the forecast period 2023-2030, according to a report by Vantage Market Research.



Tissue Paper Market 2024  
Fastest Growing Industry in  
Consumer Goods and  
Packaging Market by 2030”  
*Vantage Market Research*

The Tissue Paper Market is driven by several factors, such as the rising awareness of hygiene and sanitation, the increasing disposable income and urbanization, the growing demand for convenient and eco-friendly paper products, the expansion of the hospitality and tourism sectors, and the emergence of [e-commerce](#) and online grocery shopping. Moreover, the COVID-19 pandemic has boosted the demand for Tissue Paper products, especially

wet wipes and paper towels, as consumers seek to prevent the spread of the virus and maintain their health.

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## Market Dynamics

The Tissue Paper Market is influenced by various dynamics, such as the supply and demand of raw materials, the price and availability of substitutes, the consumer preferences and behavior, the environmental and social factors, and the government policies and regulations.

The main raw materials for Tissue Paper production are wood pulp, recycled paper pulp, and bamboo pulp. The availability and cost of these raw materials affect the production and pricing of Tissue Paper products. For instance, the rising demand for wood pulp and the depletion of forest resources have led to an increase in the price of wood pulp, which in turn affects the profitability of Tissue Paper manufacturers. On the other hand, the growing use of recycled paper pulp and bamboo pulp as alternative raw materials reduces the environmental impact and the production cost of Tissue Paper products.

The Tissue Paper Market faces competition from various substitutes, such as cloth napkins, handkerchiefs, towels, and cotton pads. The price and availability of these substitutes affect the demand for Tissue Paper products. For instance, the low price and high availability of cloth napkins and handkerchiefs in developing countries may limit the growth of the Tissue Paper Market in these regions. On the other hand, the high price and low availability of towels and cotton pads in some countries may increase the demand for Tissue Paper products, especially facial tissues and wipes.

The Tissue Paper Market is influenced by the changing consumer lifestyle and preferences. The rising disposable income, urbanization, and working population have led to a surge in demand for convenient and hygienic paper products. Tissue Paper, being lightweight and easy to use, has become a preferred choice for personal and household hygiene. Moreover, the growing awareness of hygiene standards in public places, such as hotels, restaurants, and commercial spaces, has further boosted the demand for Tissue Paper products. Additionally, the increasing trend of on-the-go consumption and the use of Tissue Paper in the food service industry are contributing to market growth. Furthermore, the rise in e-commerce and online grocery shopping has made Tissue Paper products more accessible, further fueling the market expansion.

### Top Players in The Global Tissue Paper Market Report Scope:

- Procter & Gamble (Cascade)
- Kimberly – Clark
- Essity Kirkland Signature (Costco)
- Georgia- Pacific
- Solaris Paper
- Seventh Generation
- Charmin Paper

- Angel Soft
- Naturelle

To Know an Additional List of Key Players, Request Here to Download a Free Report PDF Brochure: <https://www.vantagemarketresearch.com/tissue-paper-market-1803/request-sample>

## Top Trends

The Tissue Paper Market is witnessing various trends, such as the product innovation and differentiation, the customization and personalization, the premiumization and branding, and the digitalization and automation.

The Tissue Paper manufacturers are developing innovative and differentiated products to attract and retain the consumer base. They are introducing new features, such as color, texture, fragrance, and design, to enhance the aesthetic and functional appeal of Tissue Paper products. For example, Procter & Gamble's 'Puffs Plus Lotion Facial Tissues' have a scent of 'Vicks', which provides relief from cold and flu symptoms. Moreover, the manufacturers are also developing products that offer enhanced protection against germs and viruses, such as antibacterial and antiviral Tissue Paper products. For instance, Kimberly-Clark's 'Kleenex Anti-Viral Facial Tissues' have a moisture-activated layer that kills 99.9% of cold and flu viruses.

The Tissue Paper manufacturers are offering customization and personalization options to cater to the diverse and specific needs and preferences of the consumers. They are providing various choices, such as size, shape, ply, pattern, and packaging, to suit the different occasions and purposes of Tissue Paper usage. For example, Georgia-Pacific's 'Brawny Tear-A-Square Paper Towels' have three different sheet sizes for different cleaning tasks. Moreover, the manufacturers are also allowing the consumers to personalize their Tissue Paper products, such as by adding their names, logos, messages, or images, to create a unique and memorable experience. For instance, Kleenex's 'MyKleenex' service enables the consumers to design their own tissue boxes with their photos and texts.

The Tissue Paper manufacturers are adopting premiumization and branding strategies to increase their market share and profitability. They are offering high-quality and value-added Tissue Paper products, such as ultra-soft, quilted, embossed, or lotioned Tissue Paper products, to target the high-end and affluent consumers. For example, Essity's 'Tork Premium Extra Soft Facial Tissue' is a premium quality Tissue Paper product that offers superior softness and strength. Moreover, the manufacturers are also investing in branding and marketing activities, such as advertising, promotion, sponsorship, and endorsement, to create a strong brand image and awareness among the consumers. For example, SCA's 'Tempo' is a leading Tissue Paper brand in Europe that has sponsored various sports events, such as the FIFA World Cup and the Olympic Games.

## Top Report Findings

The Tissue Paper Market is segmented by product type, application, and region. By product type, the market is divided into facial tissue, paper towel, wipes, bath & toilet tissue, and others. By application, the market is categorized into household and commercial. By region, the market is analyzed across North America, Europe, Asia-Pacific, Latin America, and the Middle East and Africa.

The facial tissue segment accounted for the largest share of the Tissue Paper Market in 2022, followed by the paper towel segment. The facial tissue segment is expected to maintain its dominance throughout the forecast period, owing to the high demand for facial tissues for personal care and hygiene purposes. The paper towel segment is expected to witness the highest growth rate during the forecast period, owing to the increasing demand for paper towels for cleaning and wiping purposes, especially in the food service and hospitality sectors.

The household segment accounted for the largest share of the Tissue Paper Market in 2022, followed by the commercial segment. The household segment is expected to maintain its dominance throughout the forecast period, owing to the high consumption of Tissue Paper products for various domestic purposes, such as facial care, hand washing, [kitchen](#) cleaning, and toilet use. The commercial segment is expected to witness the highest growth rate during the forecast period, owing to the growing demand for Tissue Paper products in public places, such as hotels, restaurants, offices, hospitals, and schools, to maintain hygiene and sanitation standards.

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## Challenges

The Tissue Paper Market faces several challenges, such as the high production cost, the environmental concerns, the regulatory barriers, and the competitive pressure.

**High Production Cost:** The Tissue Paper production involves a high cost of raw materials, energy, labor, and transportation. The fluctuation in the price and availability of raw materials, such as wood pulp, recycled paper pulp, and bamboo pulp, affects the production cost and profitability of Tissue Paper manufacturers. Moreover, the Tissue Paper production requires a high amount of energy, water, and chemicals, which also adds to the production cost and environmental impact. Furthermore, the Tissue Paper production requires skilled labor and efficient transportation, which are also costly and scarce in some regions.

**Environmental Concerns:** The Tissue Paper production and consumption have a significant environmental impact, such as deforestation, greenhouse gas emissions, water consumption, and waste generation. The Tissue Paper production requires a large amount of wood pulp, which leads to the loss of forest resources and biodiversity. The Tissue Paper production also emits a

large amount of carbon dioxide and other greenhouse gases, which contribute to global warming and climate change. Moreover, the Tissue Paper production consumes a large amount of water and chemicals, which pollute the water sources and affect the aquatic life. Furthermore, the Tissue Paper consumption generates a large amount of waste, which occupies the landfill space and causes soil and air pollution.

**Regulatory Barriers:** The Tissue Paper Market is subject to various regulations and standards, such as the quality, safety, health, and environmental regulations and standards. The Tissue Paper manufacturers have to comply with these regulations and standards, which vary across different regions and countries. The compliance with these regulations and standards involves a high cost and time for the Tissue Paper manufacturers. Moreover, the non-compliance with these regulations and standards may result in penalties, fines, or legal actions for the Tissue Paper manufacturers.

**Competitive Pressure:** The Tissue Paper Market is highly competitive and fragmented, with the presence of numerous local and global players. The Tissue Paper manufacturers have to compete with each other on various factors, such as price, quality, innovation, differentiation, and distribution. The Tissue Paper manufacturers have to constantly invest in research and development, product improvement, marketing, and customer service, to gain a competitive edge and retain their market share. Moreover, the Tissue Paper manufacturers also face competition from various substitutes, such as cloth napkins, handkerchiefs, towels, and cotton pads, which may affect the demand for Tissue Paper products.

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## Opportunities

The Tissue Paper Market offers several opportunities, such as the product diversification, the market expansion, the technological advancement, and the strategic alliance.

**Product Diversification:** The Tissue Paper manufacturers can diversify their product portfolio to cater to the different and emerging needs and preferences of the consumers. They can introduce new products, such as Tissue Paper made of organic, biodegradable, or natural materials, such as cotton, hemp, or bamboo, to target the environmentally conscious and health-oriented consumers. They can also introduce new products, such as Tissue Paper with functional ingredients, such as aloe vera, almond oil, or vitamin E, to target the beauty and wellness-oriented consumers. Moreover, they can introduce new products, such as Tissue Paper with decorative or interactive features, such as color, texture, fragrance, or design, to target the aesthetic and fun-loving consumers.

**Market Expansion:** The Tissue Paper manufacturers can expand their market reach to new and untapped regions and segments. They can enter new regions, such as the Middle East and Africa,

and Latin America, where the Tissue Paper Market is still in its nascent stage and has a high potential for growth, owing to the increasing population, urbanization, income, and hygiene awareness in these regions. They can also enter new segments, such as the industrial and institutional segments, where the Tissue Paper Market is growing, owing to the increasing demand for Tissue Paper products in various industries and institutions, such as manufacturing, construction, healthcare, and education.

**Technological Advancement:** The Tissue Paper manufacturers can leverage the technological advancement to improve their operational efficiency and customer satisfaction. They can use various technologies, such as big data analytics, artificial intelligence, machine learning, and blockchain, to optimize their production, distribution, and marketing processes. They can also use various technologies, such as biotechnology, nanotechnology, and smart technology, to enhance their product quality, functionality, and performance. Moreover, they can use various technologies, such as digital platforms, social media, and mobile apps, to interact with their customers and offer them online services, such as ordering, delivery, feedback, and loyalty programs.

**Strategic Alliance:** The Tissue Paper manufacturers can form strategic alliances with other players in the value chain, such as raw material suppliers, distributors, retailers, and end-users, to gain a competitive advantage and increase their market share. They can collaborate with raw material suppliers, such as wood pulp, recycled paper pulp, and bamboo pulp suppliers, to secure their supply and reduce their cost. They can also collaborate with distributors and retailers, such as supermarkets, hypermarkets, convenience stores, and online platforms, to expand their distribution network and increase their visibility and accessibility. Furthermore, they can collaborate with end-users, such as hotels, restaurants, offices, hospitals, and schools, to understand their needs and preferences and offer them customized and personalized Tissue Paper products and solutions.

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#### Key Questions Answered in the Report

- Q. What is the size and growth rate of the Global Tissue Paper Market?
- Q. What are the key drivers and restraints of the Tissue Paper Market?
- Q. What are the key segments and sub-segments of the Tissue Paper Market?
- Q. What are the key trends and opportunities in the Tissue Paper Market?
- Q. What are the key challenges and threats in the Tissue Paper Market?
- Q. What are the key regions and countries in the Tissue Paper Market?
- Q. Who are the key players and competitors in the Tissue Paper Market?
- Q. What are the key strategies and initiatives of the Tissue Paper manufacturers?

#### Regional Analysis

The regional analysis of the Tissue Paper Market focuses on the Asia-Pacific region, which accounted for the largest share of the Tissue Paper Market in 2022, followed by the Europe region. The Asia-Pacific region is expected to maintain its dominance throughout the forecast period, owing to the large population, the rapid urbanization, the rising disposable income, and the growing awareness of hygiene and sanitation in the region. The Tissue Paper Market in the Asia-Pacific region is segmented by country, such as China, India, Japan, South Korea, Australia, and others.

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