

# Facial Tissue Market Analysis, Drivers, Restraints, Threats & Growth Forecast To 2024 - 2031 | Kimberly-Clark, Procter

*The facial tissue market size is expected to reach US\$ 21.96 Billion by 2030, from US\$ 13.41 Billion in 2023*

BURLINGAME, CALIFORNIA, UNITED STATES, July 25, 2024  
/EINPresswire.com/ -- Market Overview:

Facial tissues are soft, absorbent, and disposable papers that are used for wiping and cleaning faces. They are convenient to carry and dispose.



Facial Tissue Market

## Market Dynamics:

Facial tissues provide hygienic solutions for cleaning faces on-the-go. Their increasing demand is being driven by growing health and hygiene awareness among consumers. The market is also witnessing high growth due to rising disposable incomes in developing regions. This allows consumers to purchase hygienic personal care products regularly. Furthermore, frequent launching of innovative designer packs by key manufacturers to target specific consumer segments will also fuel market expansion over the forecast period.

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## Facial tissue market- challenges due to rising raw material prices

A major challenge restraining the growth of the facial tissue market is the fluctuating prices of raw materials. Facial tissues are primarily made from virgin wood pulp which is derived from timber. The prices of wood pulp are dependent on timber supply and demand forces in the international markets. Any supply disruptions due to logistical issues or environmental regulations leads to an increase in pulp prices. Similarly, petroleum-based products are crucial

raw materials used in tissue manufacturing such as polyethylene and additives. Volatility in crude oil prices poses a threat in maintaining stable production costs. Recently, increasing energy and transportation costs have led to escalated raw material prices globally which are negatively impacting the profit margins of facial tissue manufacturers. The companies need to steadily increase their product prices to offset the hike in input costs or explore alternative raw materials to sustain in this competitive industry.

#### Facial tissue market- opportunities in emerging economies

The burgeoning middle-class population in developing countries presents lucrative opportunities for the facial tissue market players. Countries like China, India, Indonesia, Brazil etc are witnessing rising disposable incomes and changing lifestyles. Facial tissue is still an emerging product category in the daily consumables segment in these developing markets compared to developed regions. Tissue manufacturers can tap into these emerging economies by focusing on tier 2 and tier 3 cities, innovating affordable product lines, expanding their distribution networks and promoting the hygiene benefits of tissues. Moreover, low labor costs in these nations attract foreign direct investments in local tissue production facilities. With rising health and hygiene awareness, the tissue consumption patterns in developing economies are expected to mimic the Western markets in the future, thereby opening up new avenues of growth for the global tissue industry.

#### Facial tissue market- sustainability trends

One of the major trends observed in the facial tissue market is growing consumer preference for sustainable products. Customers are willing to pay premium prices for facial tissues manufactured using recycled papers, biodegradable materials and less chemical additives. To cater to this trend, tissue brands are coming up with eco-friendly product lines and highlighting their sustainability initiatives on packaging. Companies are investing in renewable energy sources for their plants, implementing zero-waste production processes and partnering with NGOs for responsible forest management programs. They promote the use of recycled papers, compostable wrappers and lowering carbon footprint of their operations. Such sustainable strategies aid in enhancing brand reputation and loyalty while contributing to waste reduction. Looking at profit and planet, the future of facial tissue industry lies in prioritizing sustainable innovations.

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- Cascades
- SCA
- Sofidel
- Clearwater Paper
- Georgia Pacific
- First Quality
- Empresas CMPC
- APP
- Kruger Products
- Unicharm

Market Segmentation:

By Product Type:

- By Product Type: Box Facial Tissue, Pocket Facial Tissue, Cube Facial Tissue, Others (e.g. bundle pack, jumbo roll)
- By Technology: Airlaid Facial Tissue, Conventional Dry Creped Facial Tissue, Wet Creped Facial Tissue, Others (e.g. structured, uncreped)
- By Distribution Channel: Supermarkets & Hypermarkets, Convenience Stores, Online Channels, Others (e.g. pharmacies, department stores)

By Applications:

- By Application: Personal Use, Commercial Use

Key Regions/Countries Classified as Follows:

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

Key Inquiries Addressed in this Report include:

- What was the size of the Facial Tissue Market in 2024, and what is the projected value by 2031?
- What is the present global market landscape for the Facial Tissue Market?
- What strategies offer optimal opportunities for growth maximization in the business?
- What recent trends are shaping the Facial Tissue Market?
- How does the market share of Facial Tissue Market revenue, sales, and size vary across specific geographical regions?
- Who are the prominent industry players in the Facial Tissue Market?
- Which segment of the Facial Tissue Market is experiencing heightened demand?

The report also delves into the competitive landscape, key players, trade patterns, industry value chain, recent news, policies, and regulations. Should you have any inquiries or require customization options, please don't hesitate to contact us.

In summary, whether you're engaged in manufacturing, distribution, or investment within the Facial Tissue sector, this report furnishes invaluable insights into market segments, drivers, challenges, investment prospects, regional dynamics, major players, growth strategies, prevailing trends, and hurdles influencing the industry's expansion.

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Priya Pandey is a dynamic and passionate editor with over three years of expertise in content editing and proofreading. Holding a bachelor's degree in biotechnology, Priya has a knack for making the content engaging. Her diverse portfolio includes editing documents across different industries, including food and beverages, information and technology, healthcare, chemical and materials, etc. Priya's meticulous attention to detail and commitment to excellence make her an invaluable asset in the world of content creation and refinement.

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