

Facial Tissue Market Poised for 7.3% CAGR Growth, Projected to Reach US\$ 21.96 Bn by 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, at a CAGR of 7.3% during the forecast period.

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/EINPresswire.com/ -- Market Overview:

Facial tissues are soft, absorbent, disposable papers that are used for cleaning or wiping the nose and face. Some key uses of facial tissues include blowing nose, wiping face and hands, cleaning spills, and more.

Market Dynamics:

The facial tissue market is expected to witness significant growth over the forecast period owing to increasing consumption in households. Facial tissues are commonly used products kept in every household for sanitary needs and cleaning purposes. Moreover, changing lifestyle trends and increasing health awareness have further boosted the demand for better hygiene and personal care products like facial tissues. Rapid urbanization and growing working population have limited time for household chores, due to which the demand for convenient disposable cleaning products like facial tissues has risen substantially. Furthermore, increasing cases of common cold and flu during winters has also augmented the need for preventive hygiene measures, thus favoring market growth.



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Facial Tissue Market: Key Market Drivers and Restraints

Increasing Prevalence of Allergies is Driving the Demand for Facial Tissues

Allergies have become increasingly common across the world. The production of excess mucus, sneezing and nose blowing are common symptoms of allergies like hay fever. Due to this, facial tissues are seeing heavy demand from allergy patients for cleaning and disposing nasal discharges. According to research, over 50 million Americans suffer from allergies every year. Such high prevalence of allergies globally is a key driver behind the growth of the facial tissue market. Facial tissues offer a hygienic way of dealing with nasal discharge and mucus buildup caused by allergies.

Rise of E-commerce Provides New Growth Opportunities

The rapid growth of e-commerce globally has opened new opportunities for companies in different industries. The facial tissue market is no exception. Online retail channels provide an efficient means of reaching out to customers beyond physical storefronts. Through e-commerce sites and apps, facial tissue producers can market and sell their products to a much wider audience at lower costs than traditional distribution channels. They can also target new customer demographics which were previously untapped. The convenience of online shopping is encouraging more people to purchase daily items like facial tissues on digital platforms. This rise of e-commerce and online retail presents a huge opportunity for tissue manufacturers to expand their customer base and boost sales figures.

Sustainability is Emerging as an Important Market Trend

In recent years, sustainability and environment protection have become topics of immense importance worldwide. Customers are increasingly preferring brands that are sustainable and eco-friendly in their operations. The facial tissue market is responding to this rising sustainability trend. Major players are focusing on producing tissues from renewable fiber sources, improving material and energy efficiency in plants and reducing plastic packaging waste. Compostable and biodegradable options are also being introduced. Some companies are investing in afforestation programs to replenish forests. This focus on sustainability presents a significant market trend that is likely to shape the future growth strategies and product portfolios of facial tissue manufacturers.

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Top Companies Included in This Report:

- Kimberly-Clark
- Procter & Gamble

- Hengan
- Vinda
- C&S
- WEPA
- Asia Pulp & Paper
- Metsa Tissue
- CMPC Tissue
- KP Tissue
- Cascades
- SCA
- Sofidel
- Clearwater Paper
- Georgia Pacific
- First Quality
- Empresas CMPC
- APP
- Kruger Products
- Unicharm

Market Segmentation:

Based on 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)

Based on 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)

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FAQ:

What is the scope of this report?

Does this report estimate the current market size?

Does the report provide market size in terms of Value (US\$ Mn) and Volume (thousand ton/metric ton/cubic meter)?

Which segments are covered in this report?

What are the key factors covered in this report?

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