

## **America and Europe and Asia-Pacific Absorbent Paper Market Research Report Forecast to 2032**

Market Report | 2024-08-12 | 137 pages | Market Research Future

### **AVAILABLE LICENSES:**

- Single User Price \$2950.00
- Enterprisewide Price \$5250.00

### **Report description:**

America, Europe, and Asia-Pacific Absorbent Paper Market Research Report Forecast to 2032.

#### **Market Overview**

The Americas, Europe, and Asia-Pacific Absorbent Paper Market is expected to grow at a strong CAGR of 5.1% during the research period. Absorbent paper, often called blotting paper or absorbent sheet, is a form of porous paper that quickly absorbs liquids or moisture. It is generally made of cellulose fibers produced from wood pulp or cotton fibers, which are treated to form a network of interconnected holes that allow for quick absorption. Absorbent paper is utilized in a wide range of applications, including laboratory research, art and craft projects, medical procedures, and personal care goods. In laboratories, absorbent paper is used to blot surplus liquids during chromatography, gel electrophoresis, and to dry samples. It is commonly used in personal care items such as facial oil-absorbing sheets and feminine hygiene products. Furthermore, absorbent paper is utilized in packing to remove excess moisture and safeguard products from damage.

In 2022, the absorbent paper market in America, Europe, and Asia-Pacific was highly fragmented across all regions. Kimberley Clark emerged as the market leader, with an amazing 11.3% share, owing to its strong brand recognition and widespread market penetration. However, the environment remains fractured, with Packaging Corporation of America controlling a sizable but relatively tiny portion of 4.3%. The majority of the market, 56.1%, is split among several different businesses, highlighting the region's competitive variety. Oji Holdings Corporation emerged as a major participant, earning a significant 9.0% market share thanks to its strong presence and well-established distribution network. Mondi, with a 3.6% share, represents a competitive but less crowded market situation. Similarly, the European market is distinguished by the significant engagement of various other firms, which contributes to its fragmented nature. Nine Dragons Paper (Holdings) Limited dominated the market with an 8.1% share, demonstrating its growing power and strategic growth. Nippon Paper Industries followed closely after with a 7.6% share, indicating tight competition and a mature market landscape. Despite the existence of these well-known businesses, other competitors occupy a sizable percentage of the market, underscoring the region's fragmentation.

The global absorbent paper market is fragmented due to a variety of variables. Diverse market needs, driven by sectors and applications like hygiene goods, packaging, and printing, result in diversified market demand. Furthermore, regional tastes and requirements encourage the expansion of local firms, which broadens the competitive field. Intense rivalry frequently results in

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price wars and cost-cutting efforts, pushing many businesses to compete for market share via competitive pricing techniques. Technological developments in manufacturing processes lessen entry barriers, allowing new competitors to enter the market and leading to fragmentation. Furthermore, globalization and commerce allow multinational firms to enter new markets, hence increasing rivalry and exacerbating market fragmentation as players compete across areas. Overall, the absorbent paper industry is fragmented, which poses both problems and possibilities for manufacturers. While it promotes variety and innovation, it also requires strategic differentiation and market positioning to effectively grab market share in a competitive climate throughout North America, Europe, and Asia-Pacific.

Major Players

Mondi, Cascades Inc., International Paper, Kimberly-Clark, Lee & Man Paper Manufacturing Limited, Metsa Board, Nine Dragons Paper (Holdings) Limited, Nippon Paper Industries, Oji Holdings Corporation, Packaging Corporation of America, Hokuetsu Corporation, Rengo Co., Ltd., Smurfit Kappa, Stora Enso, UPM-Kymmene, WestRock, Daio Paper Corporation, Domtar Corporation, Clearwater Paper Corporation, and Nordic Paper are among the market's key players.

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