

Tissue Paper Market Size, Share, Trends and Forecast by Product, Raw Material, Application, Distribution Channel, and Region, 2026-2034

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Report description:

The global tissue paper market size was valued at USD 81.3 Billion in 2025. Looking forward, IMARC Group estimates the market to reach USD 125.9 Billion by 2034, exhibiting a CAGR of 4.83% from 2026-2034. North America currently dominates the market, holding a tissue paper market share of over 28.7% in 2025. The growing hospitality and tourism industries, the development of organic tissue paper, rising consumer disposable incomes, and favorable government policies to promote public health are some of the major factors propelling the market in this region.

One of the key drivers in the tissue paper market is the growing consumer demand for hygiene and sanitation products. With increasing awareness about health and cleanliness, consumers are prioritizing products like tissue paper for daily use in homes, offices, and public spaces. This trend is particularly evident due to the heightened focus on personal hygiene and sanitation. As people seek convenient, disposable solutions for maintaining cleanliness, the demand for tissue paper, including facial tissues, toilet paper, and paper towels, has seen significant growth across various regions, which is further providing an impetus to the market growth.

The United States is emerging as a leading market, with 83.40% share. In this country, tissue paper is an integral part of the paper products market, contributing significantly to the waste stream. In 2018, tissue paper, classified as a nondurable good, was part of the 67.4 million tons of paper and paperboard generated in the U.S. municipal solid waste (MSW), making up a considerable share of the total MSW. Of this, approximately 46 million tons were recycled, marking a recycling rate of 68.2% for paper products. Tissue paper, though not as highly recycled as some other paper products, plays a crucial role in consumer packaging and household use influencing production and waste management strategies in the country, which is strengthening the market growth.

Tissue Paper Market Trends:

Rise in awareness and emphasis on hygiene

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The growing awareness of hygienic practices in particular has led to a significant impact on the market for tissue paper. Consumers become conscious of maintaining cleanliness and hygiene because of the global health concerns lately. In addition to this, India's paper and boards (P&B) market demand is expected to grow at a 2.9% CAGR until 2030, which would add 7.9 million tons of demand, thereby offering excellent growth opportunities for both domestic and international producers. As per tissue paper market share analysis, tissue paper products like facial tissues, toilet paper, and paper towels are an easy and hygienic solution for personal care routines and everyday tasks. Ease of use, disposability, and softness are among the main reasons why tissue paper has gained a significant preference among the masses in order to maintain hygiene and practice good hygiene. Hygiene in personal care and cleanliness routines has been increasing, which is elevating the demand for tissue paper products.

Rise in demand from commercial and institutional sectors

The commercial and institutional sectors comprising hospitality, healthcare, and food service industries are vital stimulators in the tissue paper market growth. In these sectors, tissue paper products are a must because they help maintain high standards of hygiene and cleanliness. Every hotel, restaurant, hospital, and public facility requires a constant source of tissue paper for hand-drying, surface cleaning purposes, and other sanitary actions. Increased growth in sectors like population rise, urbanization, and improvement of living standards triggers high tissue paper products. For 2024, as reported by the U.S. Census Bureau on January 1, the estimated population is roughly 335.89 million with an addition of about 1.76 million, which is an increase of nearly 0.53%. This growth rate is greater than the 0.29% witnessed in 2020, meaning that there was a continued, yet moderate, growth in the United States population. With hospitality growing globally, it significantly affects the tissue paper market due to the need for hotel rooms, public bathrooms, and eating areas to accommodate a lot of tissue paper.

Increase in preference for sustainable and eco-friendly products

Global tissue paper market outlook is expanding significantly due to the growing preference for sustainable and eco-friendly. For example, Reel offers 100% bamboo toilet paper and paper towels that contain no inks, dyes, or BPA. Bamboo is a far more sustainable material than traditional virgin tree fibers, which are slowly replenished, making it an environmentally friendly choice for paper products. The awareness level of consumers regarding the environmental impact of their purchase is increasing, and they are seeking products that conform to their sustainability values. Taking into account this vast shift in preference, environmentally friendly tissue paper manufacturers have emerged with options that reduce ecological footprints associated with the manufacturing of tissue paper. Such product availability has resonated well with the eco-conscious consumer base, thereby growing this market. Manufacturers have been focusing on sustainable packaging, reducing the overall environmental footprint in their production processes, in line with the increasing need for eco-friendly tissue paper.

Tissue Paper Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global tissue paper market, along with forecast at the global, regional, and country levels from 2026-2034. The market has been categorized based on product, raw material, application and distribution channel.

Analysis by Product:

- Paper Napkin
- Paper Towel
- Facial Tissue
- Toilet Paper
- Wrapping Tissue
- Others

Paper napkin is the largest segment in 2025, accounting for approximately 34.9% of the market. The reason behind this dominance can be attributed to the increasing demand from both the hospitality and food service industries, where napkins are essential for maintaining hygiene and convenience. The widespread use of paper napkins in restaurants, hotels, and fast-food chains, driven by consumer preferences for disposable, hygienic products, continues to fuel market growth. In addition, the sustainability trend, with more environmentally friendly materials such as bamboo and recycled paper products, contributes to an increased demand for paper napkins.

Analysis by Raw Material:

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- Wood Free
- Wood Containing
- Recovered Fiber

Recovered fiber is the largest tissue paper material segment because of its sustainable and cost-efficient features. It is derived from post-consumer paper products, such as newspaper, magazine, and cardboard. Manufacturers prefer using recovered fiber due to its eco-friendly properties and low costs. The demand from end consumers is also rising since individuals want only ecologically friendly products, thus enhancing usage. Further, there are development and advancements in recovery recycling technology, that resulted in enhancement in the quality as well as effectiveness of the fiber used in recovery compared with the virgin fiber. With large scale use it satisfies demand in circular economies and also supports various industries.

Analysis by Application:

- Household
- Commercial

The commercial applications held 54.3% market share in 2025. This demand is consistent across businesses including restaurants, hotels, hospitals, and offices. Tissue paper products such as napkins, toilet paper, and paper towels will always be needed in these business industries to maintain hygiene and ensure customer satisfaction. The development in the commercial sector also comes with improved standards in cleanliness, health, convenience, urbanization, and population growth, which is impelling the market growth. Furthermore, the commercial demand is also pushed up by increasing predilection for more sustainable and eco-friendly tissue products.

Analysis by Distribution Channel:

- Supermarkets & Hypermarkets
- Convenience Stores
- Online Stores
- Others

Supermarkets and hypermarkets were the biggest market segment, accounting for 45.0% of the total share. This is largely due to the fact that tissue paper products are widely available in large retail chains, where consumers generally buy everyday essentials such as toilet paper, paper towels, and napkins. The benefit of one-stop shopping and consumers' increasing preference for bulk buying also contribute to this dominance. The supermarket chains also are offering more eco-friendly and sustainable tissue products, hence increasing the presence of such consumers, which drives the market growth.

Regional Analysis:

- North America
- Asia Pacific
- Europe
- Middle East and Africa
- Latin America

In 2025, North America accounted for the largest market share of over 28.7% driven by a rising demand for sustainable products and eco-friendly alternatives. The growing consumer awareness of environmental issues, such as deforestation and pollution, has shifted preferences toward biodegradable and recycled options, like bamboo-based tissues. Additionally, North America's market is experiencing robust growth in premium segments, particularly in the United States and Canada, where disposable incomes are higher, fostering demand for high-quality, eco-conscious products. This trend is complemented by the increasing popularity of hygiene products, such as wet wipes, as consumers prioritize health and convenience.

Key Regional Takeaways:

United States Tissue Paper Market Analysis

The tissue paper market in the USA surged during the COVID-19 pandemic, driven by panic-buying and heightened demand for hygiene products. This led to stock shortages in stores, as consumers increased their usage of toilet paper and other hygiene-related items while staying at home. The market has since stabilized, with a strong focus on premium, soft, and absorbent tissue products. Companies like Quilted Northern have responded to environmental concerns by adopting eco-friendly

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packaging, including recyclable paper for their products. Furthermore, the trend toward bulk and value packs, along with the rise of home delivery services and e-commerce platforms, has made tissue paper products more accessible. Growth in the healthcare and hospitality sectors, combined with an increasing number of households, further drives the demand for tissue paper across categories such as toilet paper, facial tissues, and paper towels.

Europe Tissue Paper Market Analysis

Tissue paper is growing in the European market due to consumer demand for hygiene products and more environment-friendly alternatives. The driving force behind this growth, however, is the consciousness of sustainability. Consumers now demand biodegradable and recycled tissue products, which manufacturers respond to with eco-conscious options. Besides, premium soft and durable tissue products are being demanded on grounds of health consciousness and hygiene practices. Urbanization also contributes to the market. More people are living in cities. In 2021, 82.9% of the UK population lived in urban areas, which also fueled tissue paper consumption both in commercial and domestic environments. Online shopping has also increased bulk buying, further boosting demand in the market.

Asia Pacific Tissue Paper Market Analysis

The Asia Pacific tissue paper market is witnessing growth as urban populations and hygiene-conscious behaviors are on the rise. The population in Asia Pacific had reached 1.41 billion by the end of 2023, out of which 932.67 million were urban dwellers. Premium tissue products are being in demand because of increased disposable incomes, especially in China, India, and Southeast Asia. Furthermore, biodegradable and compostable tissues are gaining prominence because consumers prefer environment-friendly products. The COVID-19 pandemic has increased the demand for sanitary products, especially in hospitality and healthcare. Mergers and acquisitions, like the APRIL Group acquisition of Origami in 2024, contribute to the improvement of market growth.

Latin America Tissue Paper Market Analysis

Increased hygiene awareness, especially post-COVID-19, is driving the Latin American tissue paper market. Products such as facial tissues, napkins, and toilet paper are in high demand. The growing middle class in countries like Brazil and Mexico, with rising disposable incomes, is enabling more regular purchases. Urbanization is another key driver, as higher urban populations increase tissue consumption. According to UN-Habitat, about 80% of Mexico's population lives in urban areas. E-commerce growth also helps to avail bulk purchasing. Additionally, companies concentrate on product innovation by enhancing the features like softness and strength to cater to consumer preferences.

Middle East and Africa Tissue Paper Market Analysis

The tissue paper market of the Middle East and Africa is expanding because increased disposable incomes of consumers make them spend money on good hygiene products. Increasing urbanization is pushing the demand for tissue papers in homes as well as commercial areas. The region of South Africa, which has a large portion, 71.3% living in cities and it's expected to keep rising. Boost from tourism: The market is also gaining traction from the tourism sector, especially in Saudi Arabia. It is among the best global destinations for international tourists. Tourism, hospitals, and clinics generate a significant percentage of the tissue paper demand. Improving technology in the production of tissues also helps in bringing improved quality products, which suits changing consumer requirements.

Top Leading Tissue Paper Companies:

The tissue paper market is very competitive, and many players are focusing on innovation in the product, sustainability, and consumer preferences. There is an increasing adoption of eco-friendly materials, such as recycled paper and biodegradable options, to meet the rising environmental concerns. There is an rising demand for premium products, as consumers look for softness, strength, and hygiene. Technological advancements in production processes are enhancing product quality and efficiency. Another critical factor is the influence on distribution strategies from e-commerce sites and bulk buying trends for giving consumers more convenient options when purchasing. Regional factors affecting urbanization and increased disposable income are also shaping the competitive landscape, thus bolstering growth on both household and commercial scales. The report provides a comprehensive analysis of the competitive landscape in the tissue paper market with detailed profiles of all major companies, including:

- [] Asia Pulp and Paper Group (APP)

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- []Georgia-Pacific LLC
- []Kimberly-Clark Corporation
- []Procter & Gamble Company
- []Hengan International Group Company Limited
- []CMPC S.A.
- []Cascades, Inc.
- []Jukebox Print Inc.
- []Paper Mart Inc.
- []Svenska Cellulosa AB
- []Unicharm Corporation

Key Questions Answered in This Report

- 1.How big is the tissue paper market?
- 2.What is the future outlook of the tissue paper market?
- 3.What are the key factors driving the tissue paper market?
- 4.Which region accounts for the largest tissue paper market share?
- 5.Which are the leading companies in the global tissue paper market?

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