

Europe Tissue and Hygiene Paper Market Revenues to Reach USD 59.32 Billion by 2028 - Market Size, Share, Forecasts, & Trends Analysis Report by Mordor Intelligence

According to a new market research report titled "[Europe Tissue and Hygiene Paper Market Report \(2023-2028\)](#)," the market is estimated at USD 59.26 billion in 2023. It is expected to register a CAGR of 0.02% during the forecast period.

Tissue paper is created using a combination of hardwood and softwood trees, synthetic compounds, and water. The process of creating tissue paper involves retting, pulping, adding color, and adding components to control the water-holding capacity of it.

Report Summary:

Report Attribute	Details
Market Size (2023)	USD 59.26 billion
Market Size (2028)	USD 59.32 billion
CAGR (2023-2028)	0.02%
Study Period	2018-2028
Forecast Units	Value (USD billion)
Report Scope	Market Dynamics, Revenue Forecast and Segmentation, Competitive Landscape, and Recent Developments, Market Growth, Future Opportunities, and Trends
Key Market Drivers	Rise in the awareness of consumers regarding hygiene.
	The growth of private or retailer labels.

Who are the Top Companies in the Europe Tissue and Hygiene Paper Market?

The European tissue and hygiene paper market is highly competitive, with several companies entering the market and the existing companies holding prominent market shares. The market players are engaging in partnerships and innovations to expand their market presence.

Significant players in the European tissue and hygiene paper market are,

- WEPA Industrieholding SE
- Kimberly-Clark Corporation
- Metsa Group
- Sofidel Group
- Lucart SpA
- Industrie Cartarie Tronchetti SpA
- Essity AB
- Renova

- Cartiere Carrara SpA
- Ontex Group

Other Reports That Might Be of Your Interest:

- [Saudi Arabia Glass Packaging Market Report](#) - The Saudi Arabian glass packaging market is expected to register a CAGR of 6.50% during the forecast period (2023-2028).
- [United States Personal Care Packaging Market Report](#) - The US personal care packaging market is expected to register a CAGR of 3.30% during the forecast period (2023-2028).

Key Highlights from the Europe Tissue and Hygiene Paper Market Report:

Demand for Bathroom Tissues to Drive the Market

- Bathroom tissues occupy a prominent share in away-from-home and home utilities. They are used extensively in commercial places and households. The bathroom tissue segment is growing rapidly in Europe due to increasing consumer awareness regarding hygiene.
- Consumers are looking for quality products due to their rising disposable incomes. The 2-ply and 3-ply toilet tissues are being preferred by consumers over traditional 1-ply tissues due to their quality.

United Kingdom to Record Prominent Growth

- Among Western European countries, the United Kingdom registers high penetration rates for disposable hygiene products like wipes and baby diapers. Private labels are becoming major brands in these categories and are growing rapidly.
- The UK paper industry is constantly improving recyclability of complex materials, while developing the quality and variety of paper available for recycling.

What are the Latest Developments in the Europe Tissue and Hygiene Paper Market?

- In August 2022, WEPA Group invested in a new converting line at its Leuna facility to produce soft and absorbent paper using minimal raw materials.
- In April 2022, Ontex, a leader in personal hygiene products, opened its Global Excellence Center for Process Engineering and Global Platform Innovation.

Mordor Intelligence has Segmented the Europe Tissue and Hygiene Paper Market Based on Product Type, Raw Material (Qualitative Analysis), Type, and Country:

- By Product Type (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - Baby Diapers
 - Feminine Hygiene
 - Household Paper
 - Incontinence
 - Paper Tissues
 - Bathroom Tissues
 - Paper Napkins

- Paper Towels
 - Facial Tissues
 - Specialty and Wrapping Tissues
 - Toilet Paper
- By Raw Material (Qualitative Analysis) (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - Kraft
 - Sulfite
 - Recycled
 - Other Raw Materials
- By Type (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - At Home
 - Away from Home
- By Country (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - United Kingdom
 - Germany
 - France
 - Italy
 - Spain
 - Netherlands
 - Denmark
 - Finland
 - Norway
 - Sweden
 - Switzerland
 - Rest of Europe

In a nutshell, the Mordor Intelligence market research report is a must-read for start-ups, industry players, investors, researchers, consultants, business strategists, and all those who are looking to understand this industry. Get a glance at the [Europe Tissue and Hygiene Paper Market Report \(2023-2028\)](#).

Mordor Intelligence constantly tracks industry trends. Some relevant market reports from the analysts that might be of interest to you:

- [India Metal Packaging Market Report](#) - The Indian metal packaging market is expected to register a CAGR of 6.52% during the forecast period (2023-2028).
- [Europe Alcoholic Drinks Packaging Market Report](#) - The European alcoholic drinks packaging market is expected to register a CAGR of 5.50% during the forecast period (2023-2028).

- [Canada Flexible Packaging Market Report](#) - The Canadian flexible packaging market size is estimated at USD 7.92 billion in 2023. It is expected to reach USD 11.61 billion by 2028, registering a CAGR of 7.94% during the forecast period (2023-2028).

About Mordor Intelligence:

[Mordor Intelligence](#) is a market intelligence and advisory firm. At Mordor Intelligence, we believe in predicting butterfly effects that have the potential to change or significantly impact market dynamics.

Our market research reports are comprehensive and provide exclusive data, facts and figures, trends, and the competitive landscape of the industry.