

INDUSTRIES & MARKETS

Toilet Paper: market data & analysis

Market Insights report

Market Insights
by **statista** 

October 2023



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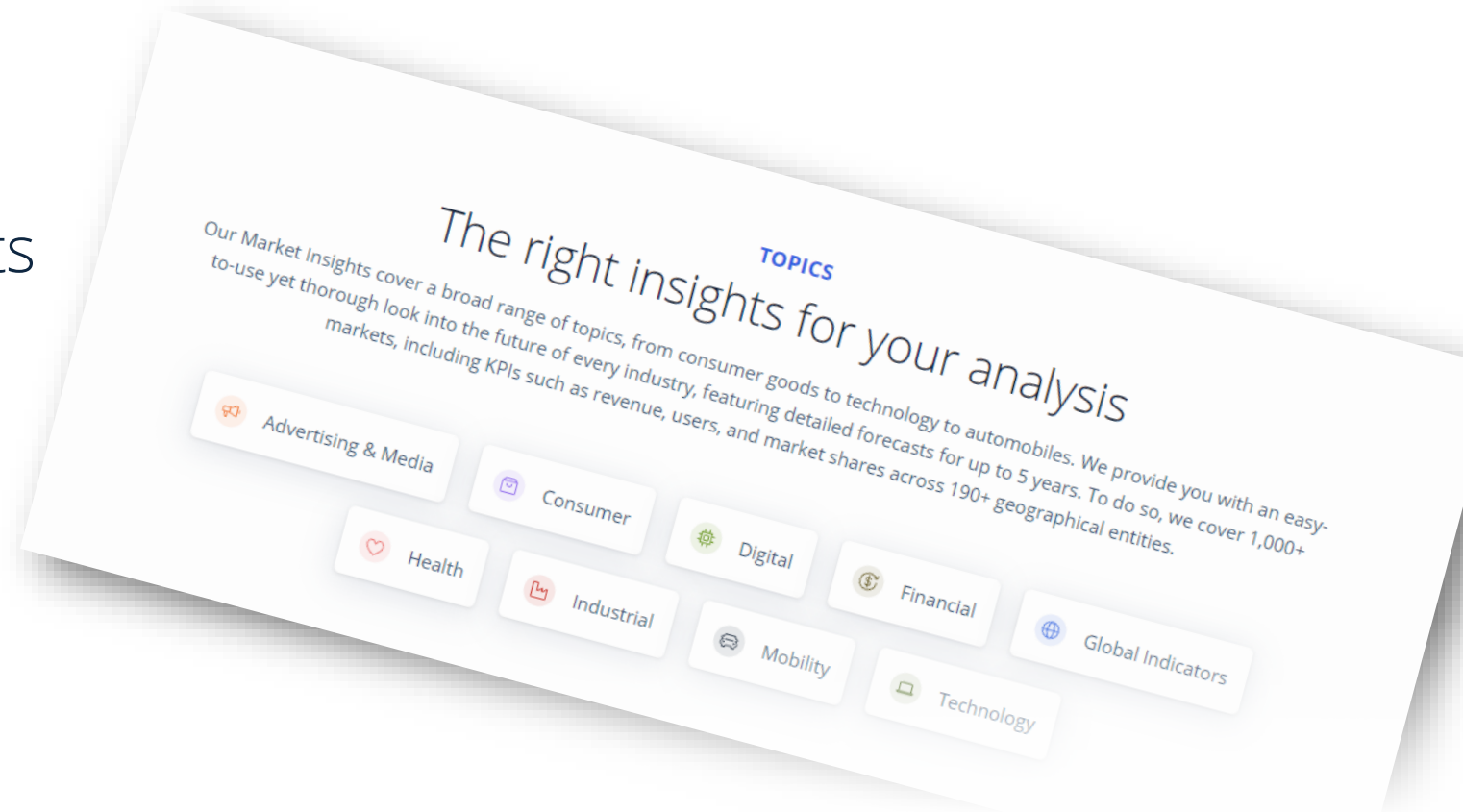
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The Toilet Paper market is part of the Tissue & Hygiene Paper market.



Go to Tissue & Hygiene Paper market

Find out more on: [Tissue & Hygiene Paper](#)



10
sectors



190+
geographical
entities



1,000+
markets



400+
reports

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CHAPTER 1

Overview



Steady demand for toilet paper persists, boosted by COVID-19 concerns, with future growth fueled by eco-friendly options and premium quality

Overview: Summary

Summary

Toilet paper is an essential consumer product and the demand for it remains steady, despite the economic and health crisis caused by the COVID-19 pandemic. The toilet paper market has experienced a significant increase in demand since the start of the pandemic, as consumers stockpiled the product in response to fears of shortages.

In the coming years, the toilet paper market is expected to grow at a moderate pace, driven by rising populations and urbanization in developing countries. The increasing demand for environmentally friendly and sustainable products is expected to drive the demand for recycled toilet paper, which is a relatively untapped market. Additionally, the growing popularity of e-commerce platforms for grocery shopping is expected to increase the sales of toilet paper through online channels. Moreover, the increasing focus on hygiene and cleanliness is expected to drive the demand for high-quality toilet paper, which has a soft texture, high absorbency, and is free from harsh chemicals. This will open up opportunities for premium toilet paper brands to capture market share from budget-oriented brands.

The toilet paper market is expected to experience steady growth in the coming years, driven by the increasing demand for sustainable and premium products, as well as the growth of e-commerce channels. However, companies need to be aware of consumer preferences and adjust their strategies accordingly, to remain competitive in the market.

Toilet Paper is an important part of the Tissue & Hygiene Paper market

Overview: Market Definition

Market definition

The Toilet Paper segment represents the top-selling tissue segment. Due to a trend towards multi-layered tissue papers, an increase in consumption in terms of volume is evident in many countries. The market includes retail sales. The most important manufacturers are SCA, Procter & Gamble, Kimberly-Clark, Unicharm, Hengan, Sofidel, and Metsä which produce both under their own brands as well as for retailer brands.

Toilet Paper accounted for 29.2% of the Tissue & Hygiene Paper market revenue in 2022

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

Revenue in the Toilet Paper segment amounts to US\$107.40bn in 2023. The market is expected to grow annually by 5.92% (CAGR 2023-2027).

In global comparison, most revenue is generated in China (US\$22,330.00m in 2023).

In relation to total population figures, per person revenues of US\$13.98 are generated in 2023.

In the Toilet Paper segment, volume is expected to amount to 52.89bn kg by 2027. The Toilet Paper segment is expected to show a volume growth of 3.5% in 2024.

The average volume per person in the Toilet Paper segment is expected to amount to 5.98kg in 2023.

+ In scope

This market includes:

- Dry toilet paper
- Wet toilet paper

- Out of scope

This market excludes:

- Paper Tissues
- Household paper

CHAPTER 2

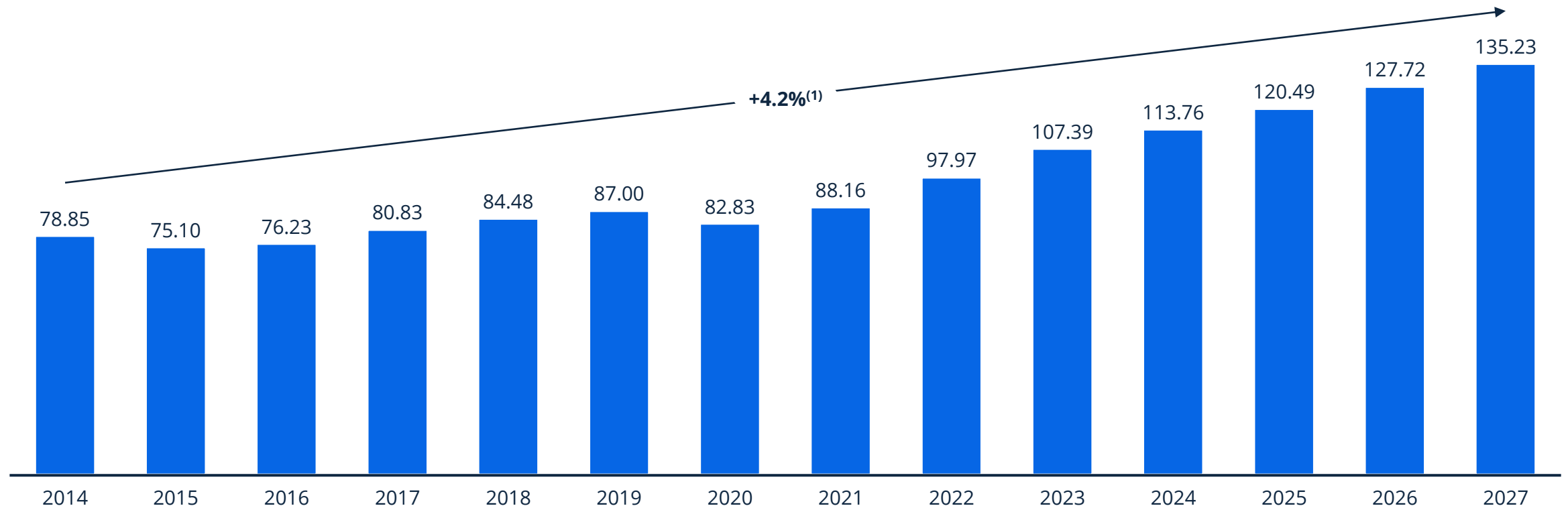
Market Numbers



Toilet Paper revenues are estimated to increase at a CAGR⁽¹⁾ of 4.2% from 2014 to 2027

Market Size: Global

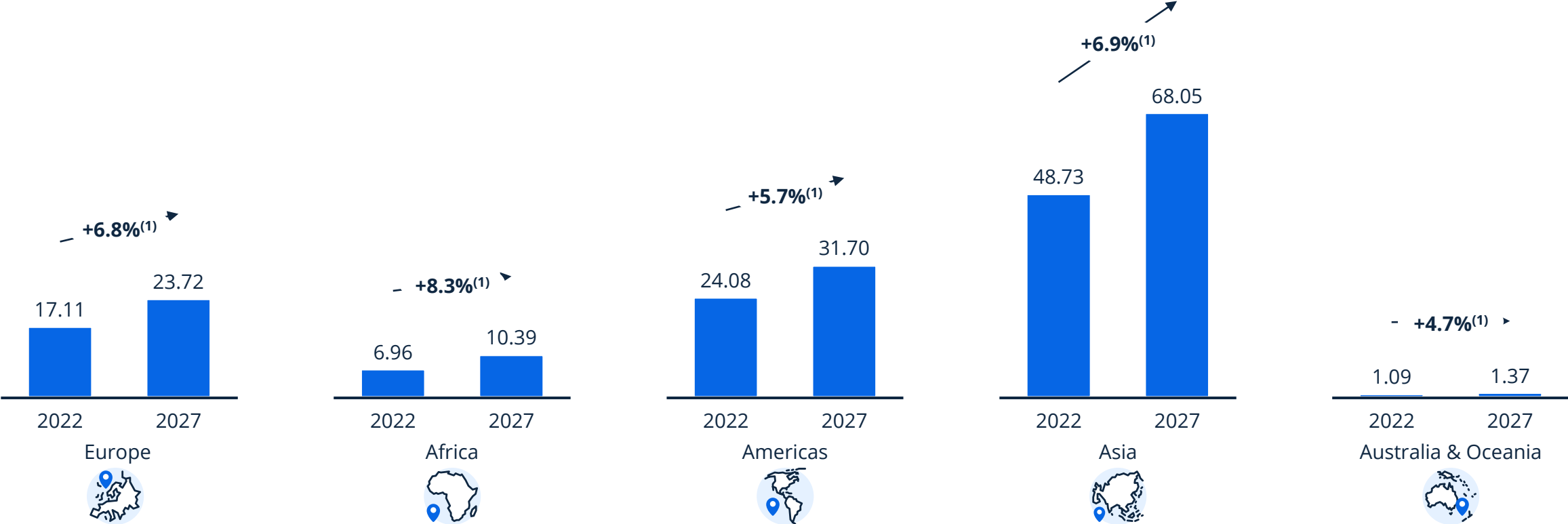
Revenue forecast in billion US\$



With revenue of US\$ 48.7 billion, Asia is the biggest market among selected regions in 2022

Market Size: Regional Comparison (1/2)

Revenue forecast in billion US\$



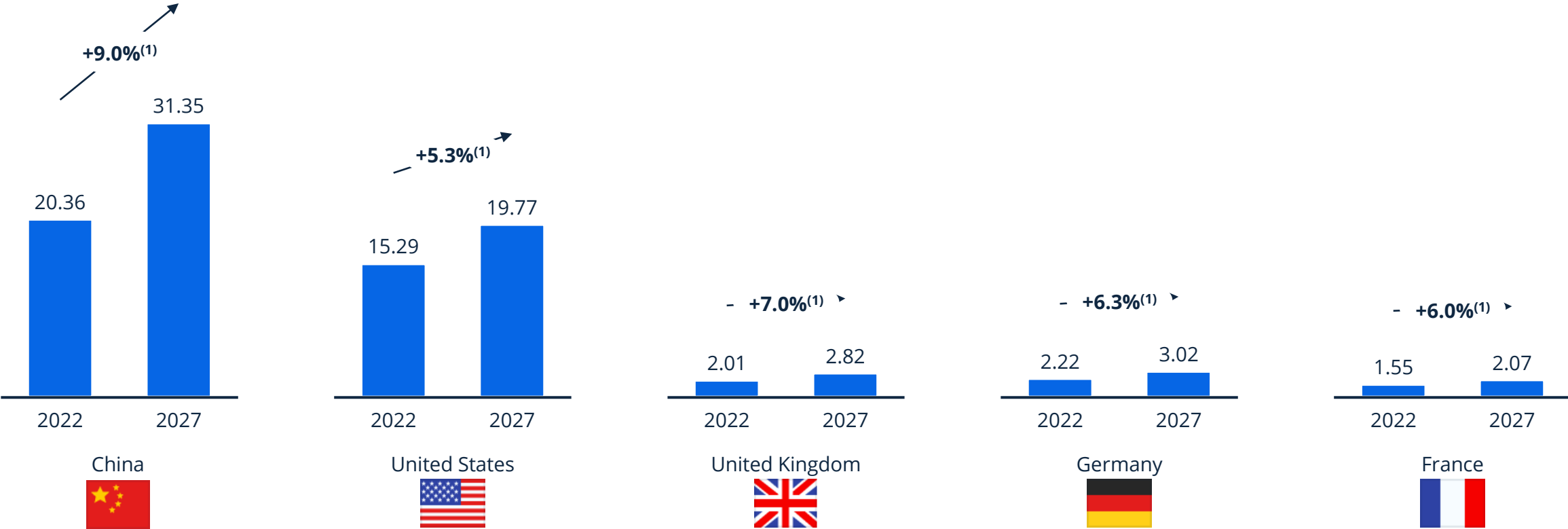
11 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Market Insights 2023](#)

With revenue of US\$ 20.4 billion, China is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

Revenue forecast in billion US\$



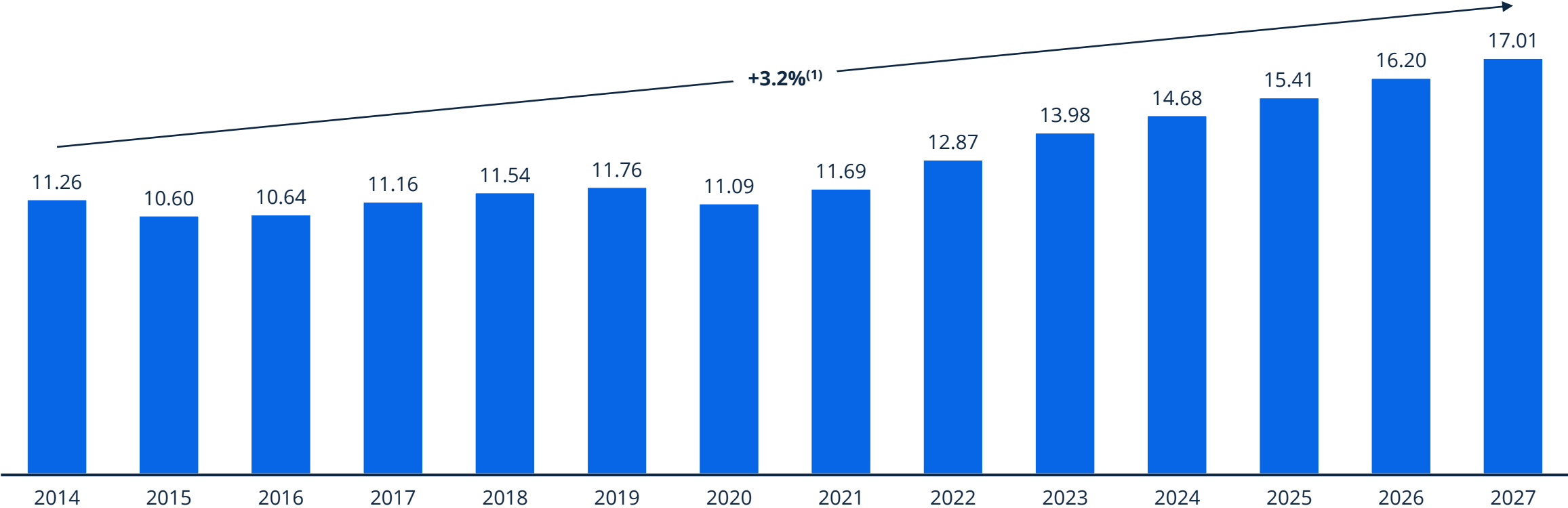
12 Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Market Insights 2023](#)

Toilet Paper average revenue per capita are estimated to increase at a CAGR⁽¹⁾ of 3.2% from 2014 to 2027

Market Size: Global

Average revenue per capita forecast in US\$



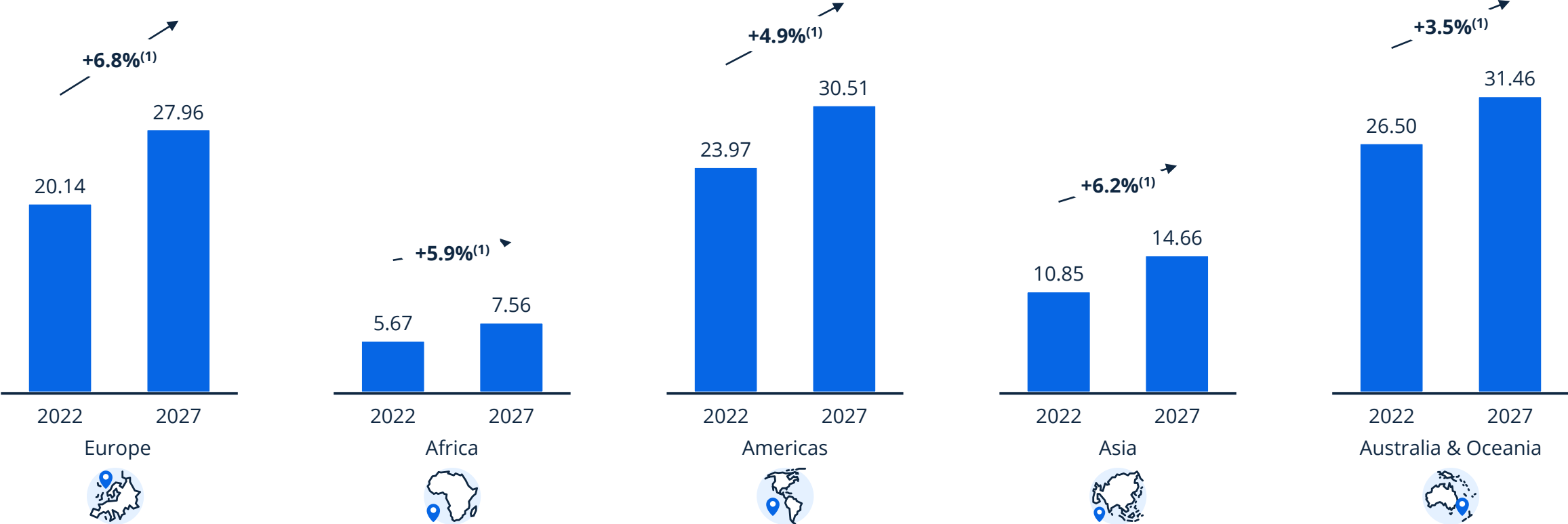
13 Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Market Insights 2023](#)

With average revenue per capita of US\$ 26.5 , Australia & Oceania is the biggest market among selected regions in 2022

Market Size: Regional Comparison (1/2)

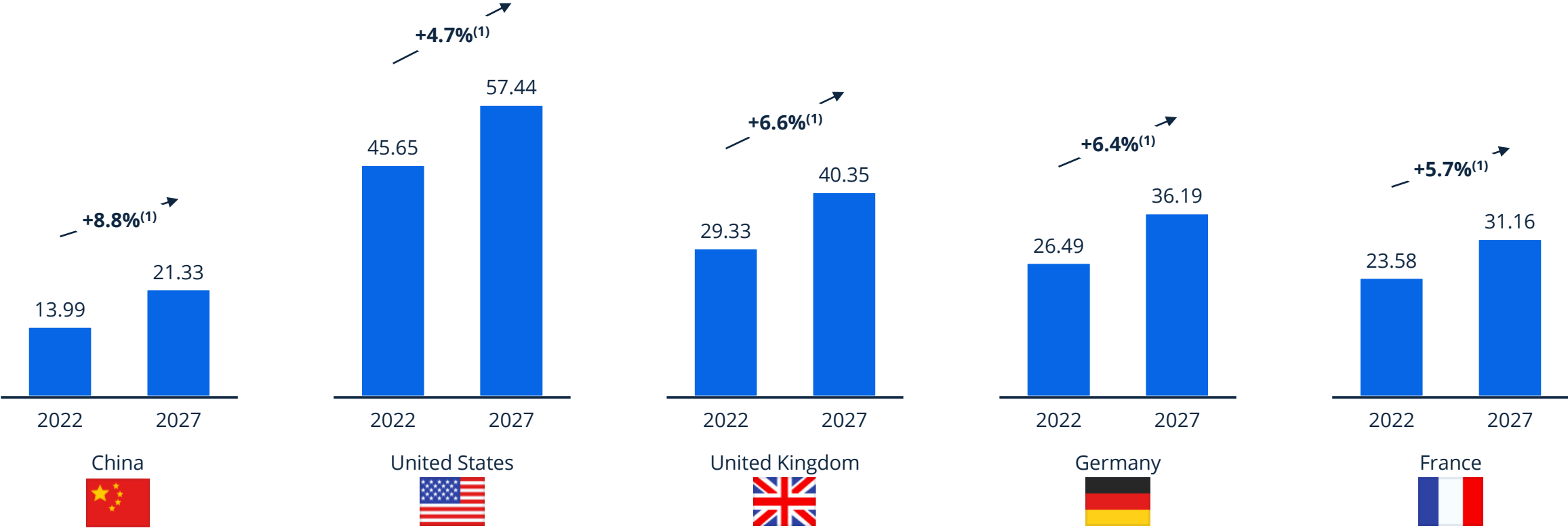
Average revenue per capita forecast in US\$



With average revenue per capita of US\$ 45.6 , the United States is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

Average revenue per capita forecast in US\$



15 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: [Market Insights 2023](#)

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