

## Household Paper Products - US - February 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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*"Continued improvements in product quality and leading manufacturers' efforts to shift to more sustainable sources of paper pulp have the potential to change the size and shape of the household paper market. Stronger products that allow consumers to do more with fewer sheets may help to increase value without driving up volume."*

– John Owen, Senior Household Analyst

### In this report we answer the key questions:

- How big a factor is environmental friendliness to consumers in the household paper products market?
- What challenges and opportunities do the Millennials represent for the household paper market?
- How should manufacturers respond to declining sales in the category's smaller segments?

The household paper products market has posted modest growth between 2007 and 2012, rising about 9% over that period to nearly \$16.9 billion. The category's largest segments, toilet tissue and paper towels, enjoy universal penetration and have remained solid performers. Sales have declined, however, in the category's smaller segments, including facial tissues, paper napkins, and moist towelettes, products that some budget-minded consumers may view as dispensable or replaceable.

While shoppers approach the household paper products aisle with an eye to value, the category and all its segments will benefit most from a definition of value that revolves less around cost per roll or sheet and more around the strength to get the job done efficiently or unmatched effectiveness in specific uses.

This report builds on the analysis presented in Mintel's *Household Paper Products—U.S., February 2012*, as well as the September 2010, September 2008, September 2006, February 2004 and January 2003 reports of the same title.

For the purposes of this report, the household paper products market has been segmented as follows:

- paper towels
- toilet tissues (toilet paper)\*
- facial tissues
- paper napkins
- moist towelettes for hands and face\*.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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