

Household Paper Products - US - February 2014

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

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“In spite of low overall sales growth and universal household penetration, the household paper market holds opportunities for brands that emphasize quality and performance and that explore ideas that make it easier for consumers to use paper products in a wider array of occasions.”

– John Owen, Senior Household Analyst

This report looks at the following areas:

- How can companies leverage improved product quality?
- Where do opportunities for growth lie?
- Why is making sustainability more relevant important in this category?

The \$171 billion household paper products market has posted only modest sales growth between 2008 and 2013. While toilet paper and paper towels remain staples in nearly all households, usage of some other paper products, including facial tissue and paper napkins has slipped as some consumers have deemed them replaceable. Category shoppers are as value-conscious as ever, however some brands are having success at advancing the idea that better quality paper products can be a better value. In addition, there's an opportunity for brands to generate incremental sales through ideas that make it easier for consumers to use paper products in a wider array of occasions.

This report builds on the analysis presented in Mintel's Household Paper Products – US, February 2013, as well as the February 2013, September 2010, September 2008, September 2006, February 2004, and January 2003 reports of the same title.

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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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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

Overview

The market

Slow growth as higher quality meets economizing mindset

Figure 1: Total US sales and fan chart forecast of household paper products, at current prices, 2008-18

Toilet paper and paper towels set the pace for the category

Figure 2: Sales of household paper products, segmented by type, 2011 and 2013

Key players

P&G strengthens its lead in the premium tier and the category as a whole

Figure 3: Manufacturer sales of household paper products, 2012 and 2013

The consumer

Incidence continues to slip for facial tissues, paper napkins

Figure 4: Household usage of paper products, by product type, 2009, 2011, and 2013

Product quality a key criterion for most paper purchases

Figure 5: Paper product attribute importance, December 2013

Cleaning effectiveness and strength key elements in toilet tissue marketing

Figure 6: Toilet tissue product preferences, December 2013

Less can mean more for paper towels

Figure 7: Paper towel product preferences, by gender and age, December 2013

Young adults less likely to make a habit of keeping facial tissues handy

Figure 8: Facial tissue product preferences, gender and age, December 2013

Young adults more likely to express interest in a variety of new ideas

Figure 9: Interest in household paper product concepts, by gender and age, December 2013

Sustainability has moderate impact on paper purchase decisions

Figure 10: Attitudes toward sustainability and paper product purchase, by gender and age, December 2013

What we think

Issues and Insights

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Leveraging improved product quality

The issues

The implications

New products and new uses represent opportunities for growth

The issues

The implications

Making sustainability more relevant

The issues

The implications

Trend Application

Trend: Objectify

Trend: Transumers

Mintel Futures: Generation Next

Market Size and Forecast

Key points

Slow growth as higher quality meets economizing mindset

Sales and forecast of household paper products

Figure 11: Total US sales and forecast of household paper products, at current prices, 2008-18

Figure 12: Total US sales and forecast of household paper products, at inflation-adjusted prices, 2008-18

Fan chart forecast

Figure 13: Total US sales and fan chart forecast of household paper products, at current prices, 2008-18

Market Drivers

Household income stabilizes but remains weak

Figure 14: Median household income, in inflation-adjusted dollars, 2002-12

Economizing mindset keeps sales growth in check

Figure 15: Paper product shopping behaviors, December 2013

Consumer confidence creeps up only to get knocked back down

Figure 16: Thomson Reuters/University of Michigan Index of Consumer Sentiment, 2008-13

Households with kids decline as a percentage of all households

Figure 17: Households, by presence of children, 2003-13

Growing influence of Hispanic market

Figure 18: Households with own children, by race and Hispanic origin of householder, 2013

Figure 19: Population, by race and Hispanic origin, 2009-19

Competitive Context

Paper towels vs other cleanup products

Interest in quick disinfection spreads, drives wipes growth

Figure 20: Total US sales and forecast of disposable cleaning cloths/wipes, at current prices, 2008-18

State of private label competition

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Private label market share growth accelerates in 2013

Figure 21: Household paper product private label market share, segmented by type, 2009-13

Overlap in use occasions creates competition across the segments

Segment Performance

Key points

Toilet paper and paper towels set the pace for the category

Facial tissue and paper napkins face declining usage, weakening sales

Flushable wipes and hand/face towelettes offer small-scale opportunities

Sales of household paper products, by segment

Figure 22: Sales of household paper products, segmented by type, 2011 and 2013

Figure 23: Sales and forecast of household paper products, segmented by type, 2008-18

Retail Channels

Key points

Shopper focus on value continues to impact retail channel trends

Online shopping has potential to rise

Sales of household paper products, by channel

Figure 24: Sales of household paper products, by channel, 2011 and 2013

Figure 25: Sales of household paper products, by channel, 2008-13

Leading Companies

Key points

P&G strengthens its lead in the premium tier and the category as a whole

Private label continues to improve quality, gain share

Manufacturer sales of household paper products

Figure 26: Manufacturer sales of household paper products, 2012 and 2013

Brand Share – Toilet Tissue

Key points

Charmin continues to gain with emphasis on soft and strong varieties

Private label makes solid gains

Manufacturer sales of toilet tissue

Figure 27: Manufacturer sales of toilet tissue, 2012 and 2013

Brand Share – Paper Towels

Key points

P&G's Bounty gains by strengthening hold on premium end of segment

Manufacturer sales of paper towels

Figure 28: Manufacturer sales of paper towels, 2012 and 2013

Brand Share – Facial Tissue

Key points

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Kleenex maintains leadership, puts new emphasis on pack design
 Puffs Basic gains traction but doesn't boost share overall brand share
 Manufacturer sales of facial tissue
 Figure 29: Manufacturer sales of facial tissue, 2012 and 2013

Brand Share – Paper Napkins

Key points
 Both premium brands and store brands strengthen their positions
 Manufacturer sales of paper napkins
 Figure 30: Manufacturer sales of paper napkins, 2012 and 2013

Brand Share – Flushable Wet Wipes

Key points
 Cottonelle grows sales but loses market share
 Manufacturer sales of flushable wet wipes
 Figure 31: Manufacturer sales of flushable wet wipes, 2012 and 2013

Brand Share – Hand/Face Moist Towelettes

Key points
 Little Busy Bodies builds on success of Boogie Wipes
 Manufacturer sales of hand/face moist towelettes
 Figure 32: Manufacturer sales of hand/face moist towelettes, 2012 and 2013

Innovations and Innovators

Viva Vantage emphasizes scrubbing power and flexibility
 Alternative fibers
 Alternative uses

Marketing Strategies

Stronger so you can use less: Bounty emphasizes value
 Figure 33: Bounty, "Select-A-Size: Get Ready" television ad, 2013
 Charmin highlights softness and strength in separate products and ads
 Figure 34: Charmin, "Sweet Mother of Softness" television ad, 2014
 Figure 35: Charmin, "One Way to Keep Your Underwear Clean" television ad, 2014
 "Let's talk about your bum": Cottonelle uses humor to push dual usage
 Figure 36: Cottonelle, "Cherry Talks about Bums" television ad, 2013
 Kleenex launches campaign to reinvigorate brand with style
 Figure 37: Kleenex, "Do My Thing" television ad, 2014

Social Media

Key points
 Key social media metrics
 Figure 38: key social media metrics, January 2014

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Market overview

Brand usage and awareness

Figure 39: Brand usage and awareness for selected household paper product brands, December 2013

Interactions with household paper product brands

Figure 40: Interactions with selected household paper product brands, December 2013

Online conversations

Figure 41: Online mentions for selected household paper products, by month, Jan. 1-Dec. 31, 2013

Where are people talking about household paper product brands?

Figure 42: Online mentions for selected household paper products, by page type, Jan. 1-Dec. 31, 2013

What are people talking about?

Figure 43: Topics of online conversations among the selected household paper product brands, Jan. 1-Dec. 31, 2013

Analysis by brand

Kleenex

Figure 44: Social media metrics – Kleenex, January 2014

Key online campaigns

What we think

Cottonelle

Figure 45: Social media metrics – Cottonelle, January 2014

Key online campaigns

What we think

Charmin

Figure 46: Social media metrics – Charmin, January 2014

Key online campaigns

What we think

Bounty

Figure 47: Social media metrics – Bounty, January 2014

Key online campaigns

What we think

Puffs

Figure 48: Social media metrics – Puffs, January 2014

Key online campaigns

What we think

Viva

Figure 49: Social media metrics – January 2014

Key online campaigns

What we think

Household Usage of Paper Products

Key points

Incidence continues to slip for facial tissues, paper napkins

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Figure 50: Household usage of paper products, by product type, 2009, 2011, and 2013

Younger adults less likely to report usage of facial tissues, paper napkins

Figure 51: Household usage of paper products, by age, July 2012-September 2013

Higher-income households more likely to use all types of paper

Figure 52: Household usage of paper products, by household income, July 2012-September 2013

More people in the household means more paper used

Figure 53: Household usage rate of paper products, by household size, July 2012-September 2013

Personal Use of Paper Products

Key points

Young adults more likely to use moist products

Older adults more likely to use boxed facial tissues

Figure 54: Personal use of household paper products, by gender and age, December 2013

Higher-income consumers use a wider variety of paper products

Figure 55: Personal use of household paper products, by household income, December 2013

Paper Product Shopping Behaviors

Toilet paper shoppers look for quality, brand, and value

Napkin and moist towelette purchasers most likely to shop based on price

Online purchase incidence low but growing

Figure 56: Paper product shopping behaviors, December 2013

Attribute Importance

Key points

Product quality a key criterion for most paper purchases

Familiarity and habit also play important roles

Added features a key for facial tissues and moist towelettes

Figure 57: Paper product attribute importance, December 2013

Household Paper Product Preferences

Key points

Cleaning effectiveness and strength essential qualities for toilet tissue

Moist toilet tissue marketers must convince consumers of effectiveness

Figure 58: Toilet tissue product preferences, gender and age, December 2013

Less can mean more for paper towels

Figure 59: Paper towel product preferences, by gender and age, December 2013

Figure 60: Paper towel product preferences, household size, December 2013

Young adults less likely to make a habit of keeping facial tissues handy

Figure 61: Facial tissue product preferences, gender and age, December 2013

Interest in Household Paper Product Concepts

Young adults more likely to express interest in a variety of new ideas

Figure 62: Interest in household paper product concepts, by gender and age, December 2013

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Attitudes toward Sustainability and Household Paper Products

Key points

Sustainability has only moderate impact on paper purchase decisions

Figure 63: Attitudes toward sustainability and paper product purchase, by gender and age, December 2013

More limit use to save money than to protect the environment

Figure 64: Attitudes toward sustainability and paper product usage, by gender and age, December 2013

Higher income consumers more likely to limit use to protect environment

Figure 65: Attitudes toward sustainability and paper product usage, by household income, December 2013

Impact of Race and Hispanic Origin

Hispanic and Asian households more likely to use paper napkins

Figure 66: Household usage of paper products, by race/Hispanic origin, July 2012-September 2013

Black and Hispanic consumers show interest in value-added products

Figure 67: Interest in household paper product concepts, by race/Hispanic origin, December 2013

Black and Asian consumers more likely to view flushable wipes as effective

Figure 68: Toilet tissue product preferences, race/Hispanic origin, December 2013

Hispanics especially attuned to environmental issues

Figure 69: Attitudes toward sustainability and paper product purchase, by race/Hispanic origin, December 2013

Custom Consumer Groups

Product purchase and use skews by age of kids in the household

Figure 70: Purchase of household paper products, by parents with children and age, December 2013

Figure 71: Personal use of household paper products, by parents with children and age, December 2013

When shopping, parents of young kids a little more focused on price

Figure 72: Toilet paper/tissue attribute importance, by parents with children and age, December 2013

School-age kids may heighten awareness of environmental issues

Figure 73: Attitudes toward sustainability and paper product purchase, by parents with children and age, December 2013

Paper towels in the car, just in case

Figure 74: Paper towel product preferences, by parents with children and age, December 2013

Appendix – Other Useful Consumer Tables

Household usage of paper products

Figure 75: Household usage of paper products, by household size, July 2012-September 2013

Personal use of household paper products

Figure 76: Personal use of household paper products, by household size, December 2013

Interest in household paper product concepts

Figure 77: Interest in household paper product concepts, by household size, December 2013

Attitudes toward sustainability and paper product purchase

Figure 78: Attitudes toward sustainability and paper product purchase, by household size, December 2013

Attitudes toward sustainability and paper product usage

Figure 79: Attitudes toward sustainability and paper product usage, by household size, December 2013

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Figure 80: Attitudes toward sustainability and paper product usage, by household income, December 2013

Appendix – Social Media

Brand usage or awareness

Figure 81: Brand usage or awareness, December 2013

Figure 82: Kleenex usage or awareness, by demographics, December 2013

Figure 83: Bounty usage or awareness, by demographics, December 2013

Figure 84: Charmin usage or awareness, by demographics, December 2013

Figure 85: Puffs usage or awareness, by demographics, December 2013

Figure 86: Cottonelle usage or awareness, by demographics, December 2013

Figure 87: Viva towels usage or awareness, by demographics, December 2013

Activities done

Figure 88: Activities done, December 2013

Figure 89: Kleenex – Activities done – I have looked up/talked about this brand online on social media, by demographics, December 2013

Figure 90: Kleenex – Activities done – I have contacted/interacted with the brand online on social media to . . . , by demographics, December 2013

Figure 91: Kleenex – Activities done – I follow/like the brand on social media because . . . , by demographics, December 2013

Figure 92: Kleenex – Activities done – I have researched the brand on social media to . . . , by demographics, December 2013

Figure 93: Bounty – Activities done – I have looked up/talked about this brand online on social media . . . , by demographics, December 2013

Figure 94: Bounty – Activities done – I have contacted/interacted with the brand online on social media to . . . , by demographics, December 2013

Figure 95: Bounty – Activities done – I follow/like the brand on social media because . . . , by demographics, December 2013

Figure 96: Bounty – Activities done – I have researched the brand on social media to . . . , by demographics, December 2013

Figure 97: Charmin – Activities done – I have looked up/talked about this brand online on social media . . . , by demographics, December 2013

Figure 98: Charmin – Activities done – I have contacted/interacted with the brand online on social media to . . . , by demographics, December 2013

Figure 99: Charmin – Activities done – I follow/like the brand on social media because . . . , by demographics, December 2013

Figure 100: Charmin – Activities done – I have researched the brand on social media to . . . , by demographics, December 2013

Figure 101: Puffs – Activities done – I have looked up/talked about this brand online on social media . . . , by demographics, December 2013

Figure 102: Puffs – Activities done – I have contacted/interacted with the brand online on social media to . . . , by demographics, December 2013

Figure 103: Puffs – Activities done – I follow/like the brand on social media because . . . , by demographics, December 2013

Figure 104: Puffs – Activities done – I have researched the brand on social media to . . . , by demographics, December 2013

Figure 105: Cottonelle – Activities done – I have looked up/talked about this brand online on social media . . . , by demographics, December 2013

Figure 106: Cottonelle – Activities done – I have contacted/interacted with the brand online on social media

Figure 107: Cottonelle – Activities done – I follow/like the brand on social media because . . . , by demographics, December 2013

Figure 108: Cottonelle – Activities done – I have researched the brand on social media to . . . , by demographics, December 2013

Figure 109: Viva towels – Activities done – I have looked up/talked about this brand online on social media . . . , by demographics, December 2013

Figure 110: Viva towels – Activities done – I have contacted/interacted with the brand online on social media to . . . , by demographics, December 2013

Figure 111: Viva towels – Activities done – I have researched the brand on social media to . . . , by demographics, December 2013

Online conversations

Figure 112: Online mentions for selected household paper products, by month, Jan. 1-Dec. 31, 2013

Figure 113: Online mentions for selected household paper products, by page type, Jan. 1-Dec. 31, 2013

Figure 114: Topics of online conversations among the selected household paper product brands, Jan. 1-Dec. 31, 2013

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Appendix – Trade Associations

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