

## Household Paper Products - US - February 2016

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

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"The mature household paper products market has experienced flat sales in recent years. Still, while consumers continue to take a value-driven approach to shopping for household paper products, they place importance on product quality and are interested in products that allow them to streamline and simplify tasks, as well as products that are environmentally friendly."  
- Rebecca Cullen, Consumer Research Analyst

### This report looks at the following areas:

- Slow pace of growth expected to continue
- Budget-conscious consumers replacing discretionary products with staples
- Consumers stock up, look for cost savings

For the purposes of this report, Mintel defines household paper products as follows:

- Paper towels
- Toilet tissue
- Facial tissue
- Paper napkins
- Flushable wet wipes\*
- Moist towelettes for hands and face\*

Throughout this report, Mintel uses the terms toilet tissue and toilet paper interchangeably.

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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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