

## Household Paper Products - US - January 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The US household paper market has shown only modest growth since 2012, due to limited usage among younger generations of discretionary products, more premium private label offerings, and challenges in differentiation in a highly functional category."

- **Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

- **Mature market challenged by limited engagement and focus on value**
- **Aging population poses challenge to many categories**
- **Value-driven mindset present across product segments**

Expanding appeal to younger, dynamic consumer groups, including parents and Hispanics, will hinge on promoting eco-friendly options and offering more innovations in benefits, formats, and functionality.

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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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Probiotic tissue offers potential to address odor and plumbing issues

Smart devices can monitor paper usage, replenishment

Customization of paper offerings and expanded colors, designs

## The Consumer – What You Need to Know

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Penetration and usage highest for staples, lower for other segments  
 Paper towels used for range of purposes, especially among younger adults  
 Substitution limits growth in tissue segment  
 Younger consumers, parents, and Hispanics engaged in wipe segment  
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