

## Household Paper Products - China - October 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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“As a well-established category, the future development of the household paper market relies on the expansion of usage occasions and consumers’ willingness to trade up.”

– Alice Li, Senior Research Analyst

This report looks at the following areas:

- Driving usage of kitchen paper in cooking/preparing food
- Moist wipes can be further segmented
- Explore alternative paper sources

The market value of household paper products in China surpassed RMB100 billion in 2017, driven by the broadened usage of facial tissues and product premiumisation.

Looking forward, the market remains promising as consumers’ increasing disposable income and attention on health and wellbeing will see them continue to trade up high-quality household paper products. Kitchen paper, soft-packed facial tissues and moist wipes are key areas for growth in the next five years.

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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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## The Market – What You Need to Know

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## Kitchen Paper Usage

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