

## Household Paper Products - China - July 2016

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“The two main reasons hindering consumers from using niche paper products such as moist toilet paper and kitchen wipes are low relevance and substitutable alternatives, indicating that companies need to prioritise market education if they plan to grow in these subdivided markets.”

– Yujing Li, Senior Research Analyst

### This report looks at the following areas:

- What is the next step for moist wipes in China?
- Opportunities for driving more usage of kitchen paper products
- How can moist toilet paper better engage with consumers?

Despite retail value and volume sales of household paper products in China increasing between 2011 and 2015, there is still a great challenge for manufacturers – the industry overcapacity problem is forcing manufacturers to find new market opportunities as soon as possible.

In the long run, Mintel thinks niche segments which have higher margins, such as moist wipes and moist toilet paper, have potential to drive development in the market.

This Report provides analysis on the behaviour of household paper product consumers. It illustrates which purposes drive consumers to use moist wipes and what reasons encourage consumers to use kitchen paper products. In the meantime, Chinese consumers' attitudes towards household paper products and their reasons for not using paper products from niche segments are also investigated in this Report.

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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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