

Household Paper Products - US - March 2019

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This report looks at the following areas:

- The mature market presents a growth dilemma
- Private labels are winning share from brands
- Facial tissue and napkins are being cannibalized by toilet paper and paper towels

While the high-penetration toilet paper and paper towel categories have been stable, consumers more and more believe that facial tissue and napkins are outmoded.



While household paper brands have introduced meaningful innovation over the past year, consumers see the category as an opportunity to reduce the cost of living. They increasingly believe that store brands are as good as name brands and that in most cases, premium innovations are not worth the extra cost.

Jamie Rosenberg, Senior Global Analyst, Household & Personal Care

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Table of Contents

OVERVIEW

- **What you need to know**
- **Definition**

EXECUTIVE SUMMARY

- **The issues**
- **The mature market presents a growth dilemma**
Figure 1: Total US sales and fan chart forecast of household paper products, at current prices, 2013–23
- **Private labels are winning share from brands**
Figure 2: Multi-outlet sales of private label vs. total market, percent (%) growth, rolling 52 weeks 2018
- **Facial tissue and napkins are being cannibalized by toilet paper and paper towels**
Figure 3: Use toilet paper as a facial tissue substitute, by age, December 2018
- **The opportunities**
- **Pursue alternative fibers to be greener and cut costs**
Figure 4: Purchase of household paper products made from recycled fiber and agree it's hard to find toilet paper made from tree-free material, December 2018
- **Facial tissue and napkins can still become more relevant to young consumers**
Figure 5: Select usage of and attitudes towards paper napkins, by age, December 2018
- **Premium paper towels can leverage their lack of plastic**
- **What it means**

THE MARKET – WHAT YOU NEED TO KNOW

- **Growth decelerates to a near halt**
- **Toilet paper and paper towels comprise the bulk of sales**
- **Baby wipes compete with flushable wipes, and that leads to plumbing problems**
- **Plastic bans could favor paper products over nonwoven cleaning wipes**
- **The aging population will drive moist wipe adoption**

MARKET SIZE AND FORECAST

- **Growth decelerates to a near halt**
Figure 6: Total US sales and fan chart forecast of household paper products, at current prices, 2013–23

What's included

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Figure 7: Total US sales and forecast of household paper products, at current prices, 2013–23

MARKET BREAKDOWN

- **Toilet paper and paper towels comprise the bulk of sales**

Figure 8: Share of household paper product retail sales, by segment, 2018 (est)

Figure 9: Total US retail sales of household paper products, by segment, at current prices, 2015 and 2017

MARKET PERSPECTIVE

- **Baby wipes compete with flushable wipes, and that leads to plumbing problems**

Figure 10: Flush non-flushable wipes down the toilet, by age and homeownership, December 2018

- **Plastic bans could favor paper products over nonwoven cleaning wipes**

MARKET FACTORS

- **Consumer confidence matters in a cost-driven market**

Figure 11: Consumer Sentiment Index, January 2007–December 2018

- **The aging population will drive moist wipe adoption**

Figure 12: Population aged 18 or older, by age, 2013–23

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Private label posts the only notable gain in a flat market**
- **Online private labels also show promise**
- **Flushable moist wipes are a bright spot**
- **Puffs is weathering the facial tissue decline better than Kleenex**
- **Viva Pop-Ups takes paper towels outside the kitchen**
- **Super-premium towels have not found their footing**
- **Facial tissue struggles for relevance**
- **There will be a new standard of eco-friendly paper products**

COMPANY AND BRAND SALES OF HOUSEHOLD PAPER PRODUCTS

- **Private label posts the only notable gain in a flat market**

Figure 13: Multi-outlet sales of household paper products, by leading companies, rolling 52 weeks 2017 and 2018

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WHAT'S WORKING?

- Store brands thrive in virtually all categories**
 Figure 14: Multi-outlet sales of private label vs. total market, percent (%) growth, rolling 52 weeks 2018
- Younger consumers believe private label is just as good**
 Figure 15: Store brand paper towels are as good as name brands, by age, December 2018
- Online private labels also show promise**
 Figure 16: Would buy toilet paper online if there were no shipping costs, by age and income, December 2018
- Flushable moist wipes are a bright spot**
 Figure 17: Multi-outlet sales of flushable wet wipes, by leading companies and brands, rolling 52 weeks 2017 and 2018
 Figure 18: Select usage and attitudes toward flushable wipes, by area, December 2018
- The fastest-growing hand and face wipes are demographically-focused**
 Figure 19: Multi-outlet sales of hand/face moist towelettes, by leading companies and brands, rolling 52 weeks 2017 and 2018
- Puffs is weathering the facial tissue decline better than Kleenex**
 Figure 20: Multi-outlet sales of facial tissue, by leading companies and brands, rolling 52 weeks 2017 and 2018
 Figure 21: Use facial tissue with lotion, and those who only use facial tissue when they are sick, by age, December 2018
- Seventh Generation is bringing eco-friendly facial tissue into the mainstream**
 Figure 22: Interest in facial tissue with recycled content, by age and income, December 2018
- Viva Pop-Ups takes paper towels outside the kitchen**

WHAT'S STRUGGLING?

- Super-premium towels have not found their footing**
- Facial tissue struggles for relevance**
 Figure 23: Use toilet paper as a substitute for facial tissue and using more facial tissue than last year, by age, December 2018
- Napkins continue to lose importance**
 Figure 24: Multi-outlet sales of paper napkins, by leading companies and brands, rolling 52 weeks 2017 and 2018

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
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WHAT'S NEXT?

- **There will be a new standard of eco-friendly paper products**

Figure 25: Purchase of household paper products made from recycled fiber and agree it's hard to find toilet paper made from tree-free material, December 2018

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Nearly everyone uses toilet paper and towels**
- **Younger consumers are responsible for facial tissue's decline**
- **Young consumers use less tissue and napkins, but more wet wipes**
- **Balancing cost and performance has been a challenge for paper towels**
- **Parents value soft paper towels**
- **Young consumers are most likely to use facial tissue for spills**
- **Parents are a prime target for online shopping**

PURCHASE OF HOUSEHOLD PAPER PRODUCTS

- **Nearly everyone uses toilet paper and towels**

Figure 26: Any purchase (net) vs regular purchase of household paper products, by category, December 2018

- **Younger consumers are responsible for facial tissue's decline**

Figure 27: Regular facial tissue usage, by age, December 2018

- **Young consumers use less tissue and napkins, but more wet wipes**

Figure 28: Regular usage of household paper products, consumers aged 18-34 vs total, December 2018

USAGE OF AND ATTITUDES TOWARD PAPER TOWELS

- **Surface cleaning is the core paper towel usage**

Figure 29: Select usage and attitudes towards paper towels, December 2018

- **Balancing cost and performance has been a challenge for premium paper towels**

Figure 30: Store brand paper towels are as good as name brands, by age, December 2018

- **Parents value soft paper towels**

Figure 31: Importance of soft paper towels, by age of children in the house, December 2018

- **Using paper towels as napkins is a cost-cutting move**

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Full Report PDF

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Interactive Databook

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Figure 32: Use paper towels as napkins/bibs, by age and income, December 2018

USAGE OF AND ATTITUDES TOWARD FACIAL TISSUE

- Young consumers are most likely to use facial tissue substitutes**
Figure 33: Use toilet paper as a facial tissue substitute, by age, December 2018
- Parents and Millennials need on-the-go solutions**
Figure 34: Interest in facial tissue travel packs, by age, family structure, December 2018
- Will Millennial facial tissue usage change as they age?**
Figure 35: Usage of lotion tissues and usage of tissues only when sick, by age, December 2018
- Young consumers are most likely to use facial tissue for spills**
Figure 36: Use facial tissue to wipe up small spills, by age, December 2019

USAGE OF AND ATTITUDES TOWARD TOILET PAPER AND FLUSHABLE MOIST WIPES

- Consumers want soft toilet paper, but also believe in store brands**
Figure 37: Attitudes towards toilet paper, December 2018
Figure 38: Willingness to pay more for extra-soft toilet paper, by age of children in the house, December 2018
- Flushable moist wipe consumers pursue a cleaner clean**
Figure 39: Attitudes towards flushable moist wipes, December 2018
Figure 40: Attitudes towards flushable wipes, by area, December 2018

USAGE OF AND ATTITUDES TOWARD PAPER NAPKINS

- Only half of the population are regular napkin users**
Figure 41: Usage behaviors and attitudes towards paper napkins, December 2018
Figure 42: Select usage of and attitudes towards paper napkins, by age, December 2018
- Sustainability concerns dissuade usage for some consumers**
Figure 43: Cloth napkins are better for the environment, by age, December 2018

PURCHASE BEHAVIORS

- Consumers buy in-store and on sale**

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Infographic Overview

Powerpoint Presentation

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Figure 44: Select purchase behaviors for household paper products – Any paper product (net), December 2018

- **Parents are a prime target for online shopping**

Figure 45: Buy paper towels and toilet paper online, by number of children under 18 in the house, December 2018

Figure 46: Would buy toilet paper online if there were no shipping costs, by age and income, December 2018

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Fan chart forecast**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

Figure 47: Total US sales and forecast of household paper products, at inflation-adjusted prices, 2013-23

Figure 48: Total US retail sales of household paper products, by segment, at current prices, 2016 and 2018

Figure 49: Total US retail sales of household paper products, by channel, at current prices, 2013-18

APPENDIX – KEY PLAYERS

Figure 50: Multi-outlet sales of paper towels, by leading companies and brands, rolling 52 weeks 2017 and 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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