

# Tissue World

## Magazine

The independent news provider for the global tissue business

## VIETNAM

### On the cusp of a boom

#### NEWS IN BRIEF

K-C invests \$2bn in US growth

Sofidel finalises acquisition of Royal Paper assets

#### MARKETISSUES

TW Düsseldorf success

Vietnam 2025 and Lisbon 2027 announced

#### BAROMETER ISSUE

One year on in India, Northern Africa, and Brazil

#### CHEMICALS: TECHNICAL THEME

Stickies tackled

#### EXITISSUES

Tariffs stalled bamboo's rise in the US



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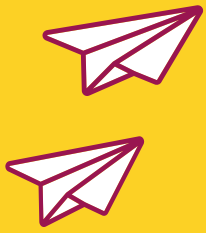
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Image by Stefano Vuga,  
Founder,  
PurplePrint Creative,  
Spain/ Italy,  
[www.purpleprint.eu](http://www.purpleprint.eu)

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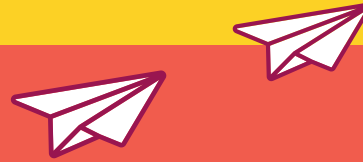
# PARAGON

READY FOR A REVOLUTIONARY

# NEST STEP



SCAN AND STEP INTO  
THE REVOLUTION



## As Vietnam tissue thrives Informa Connect sets up gateway to the heart of the ASEAN boom

Helen Morris, Senior Editor, Tissue World Magazine

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Vietnam is a case study in the emerging powerhouse of global tissue.

Its geographical location alone, central in the Association of Southeast Asian Nations – ASEAN, identifies its potential. Various other statistics confirm the region's importance; more than 30% of global sales, over 660m consumers, the world's third-largest market, at 11% annually the world's fastest-growing market, this year projected to reach \$29.64bn.

Vietnam has its own set of impressive figures. TWM's *Country Report* sets them out. The growth has been powered by rising incomes, wider hygiene awareness, expanding healthcare facilities, e-commerce, better infrastructure, increased superstore presence, and a consumers' liking for boxed facial tissue and stylised café and dining experiences ... hence TWM's cover image.

Ken Kimura, COO at market leader Saigon Paper, explains how tissue is growing in *Operations Report*. Consumption has more than doubled in nine years to 2 – 2.5kg per capita. In city regions, it has potential to reach 6 – 8kg.

Informa Connect will open this market to the global industry at a two-day tradeshow and conference at the stunning 5-star Equatorial Ho Chi Minh City on 25-26 November. Tissue World is the knowledge-driven global meeting point for the industry where key players come together to tackle real-world challenges, source next-generation innovations, conduct business, and shape the future.

### AS RECYCLING OF FIBRE INCREASES, THE STICKIES PROBLEM NEEDS TO BE ADDRESSED

A team at Kemira has launched a new technology to tackle the problem resulting from the increased use of recycled fibre ... the degradation of fibre quality. Hydrophobic contaminants – stickies – lead to operational inefficiencies. In the manufacturing process remedies to date have been multi-component. In Chemicals: Technical Theme, the team outlines its solution ... a single, targeted chemical addition, an amphoteric polymer technology.

### TARIFFS STALLED THE RISE OF BAMBOO IN NORTH AMERICA – WILL IT RISE AGAIN?

Industry analyst Greg Grishchenko charts the unlikely prospects, the dramatic rise, and the sudden fall of the "marvellous grass" in the US in *ExitIssues*. Four years ago, the evidence suggested it would not have much impact, only for "countless brands of bath tissue, kitchen towels and napkins made of bamboo" to appear. Then came the Trump tariffs. By April this year packages of bamboo toilet paper had mostly vanished from US shelves. He examines what happened.

### QUOTE OF THE EDITION?

Chief Executives face varying challenges. Few face the scale of problems faced by Iurii Golovchenko at Ukraine's Kyiv Cardboard and Paper Mill: "Enemy missile attacks ... shelling completely destroyed Trypillia TPP, the largest power plant in Kyivska oblast ... constant blackouts."

He describes the company's resilience in *MarketIssues*.



## MARKETISSUES: UPDATE ON THE SUCCESS OF TISSUE WORLD DÜSSELDORF 2025 – PLUS, TISSUE WORLD HO CHI MINH CITY 2025 AND TISSUE WORLD LISBON 2027 ANNOUNCED!

As the contacts and contracts made and signed at Tissue World Düsseldorf are being rolled out across global industry networks, event organiser Informer Connect has announced the highlights and unrivalled attractions and networking opportunities set to replicate Düsseldorf's success – first at Ho Chi Minh City in November 2025, and then the next "Big One" in 2027 ... in Portugal's capital and largest city Lisbon.



**G**lobal tissue's largest exhibition and conference saw attendees from all over the world come together to see old friends and make new ones, talking to customers and peers.

Hundreds of delegates also attended the conference – themed *Future-Proofing the Tissue Industry for Sustainable Growth* – which offered insights via deep-dive talks in Senior Management Sessions, Q&As, and the latest technical advances.

Over 50+ speakers from industry-leading companies included Sofidel Group's Luigi Lazzareschi, Fine Hygienic Holding's Ali Jalal, LC Paper's Pau Vila, Valmet's Jenny Lahti Samuelsson, Toscotec's Stefano Pecchia and Gabriele Romanini, and A.Celli's Riccardo Cattani.

They gave their latest insights covering topics including strategic risks, international conflicts, trade corridors, pulp's supply chains, the energy transition and the decarbonisation of tissue plants, advanced digital solutions, and hot embossing.

A new dynamic addition to the conference – *Unlocking the Future: Pilot Plants & The Tissue Revolution* – was an interactive and insightful session that put the spotlight on pilot plants, cutting-edge technologies, and the innovative products they bring to life.

It showcased companies at the forefront of research and development, offering a unique opportunity to explore, feel and touch the latest advancements in materials, fibres, additives, and production techniques.



Messe Düsseldorf: the flagship event gets underway

## TISSUE WORLD IS HEADING TO HO CHI MINH CITY, VIETNAM! 25-26 NOVEMBER 2025

Tissue's next big move: Ho Chi Minh City. Be there to connect, innovate, and grow in one of Southeast Asia's most dynamic and future-focused business hubs.

This brand-new event, held at the 5-star Equatorial Hotel in Ho Chi Minh City, opens the door to one of the world's fastest-growing markets.

## TISSUE WORLD LISBON 7-9 APRIL 2027

The next European edition of Tissue World will take place in Lisbon, Portugal – a brand-new destination for the tissue industry's leading event.

A rising tissue performer, Portugal is a cost-effective travel hub, a green economy leader and has world class venues and attractions.

It will be held at the Feira Internacional Lisboa, Rua do Bojador, 1998-010 Lisbon, between 7-9 April 2027.

*For those who couldn't attend Tissue World Düsseldorf, here TWM summarises a selection of key points emerging from conference talks and themes.*

# REVISITING TISSUE WORLD 2025 IN DÜSSELDORF

## Resilience in the new reality

Donato Giorgio, President Global Supply Chain, Essity

Prepare for the unexpected: A resilient network – Supplier network – Technology – Distribution network

### Design for resilience – collaboration with suppliers

A resilient supplier base is key to mitigate risks and ensuring continuity in supply chains

AI-driven supply chain risk monitoring:

- Strategical assessment of supplier risks with exposure scores and risk indices
- 24/7 global incident monitoring
- Supply chain transparency of sub-tier suppliers and risks.

Sourcing diversification:

- End-to-end value stream focus across all strategic sourcing categories
- Multiple suppliers and materials qualified to reduce dependency, enhance agility, and mitigate supply disruption risks
- Multi-tier approach and resilience also beyond tier 1 suppliers.

Supplier Relationship Management (SRM):

- Optimisation of our value chain through strategic SRM approach
- Innovation and sustainability are key value drivers
- Improves our supply chain agility and suppliers' responsiveness.

### Technology designed for resilience

Lauded as a "ground-breaking" concept for sustainable tissue production, Essity has an exclusive collaboration with Voith to take tissue-making to the next level. Aiming to drive a completely new, scalable decarbonisation process across the global paper industry, in 2023 Essity and Voith announced an exclusive partnership working together on a pilot plant at Voith Paper in Heidenheim, Germany, which will enable CO<sub>2</sub>-neutral paper manufacturing, while reducing water consumption by 95%.

After becoming the first company in the industry to produce tissue in a CO<sub>2</sub>-free production process using renewable hydrogen (Kostheim, Germany), the first tissue producer to operate a paper

machine on geothermal steam (Kawerau, New Zealand), Essity is about to achieve another major milestone in its commitment to reach net zero emissions of greenhouse gases by 2050.

### Digitally enabled distribution network

Amplify workforce impact through purposeful technology and organisation set up

### Digital suite of solutions

- Touchless transports for 95% of the 12,000 daily transactions with two regional centres dealing with Europe on the one hand and the Americas on the other hand
- 70,000 forecast combinations handled via Advanced analytics and Machine learning

### Leverage flows at scale

- Centrally orchestrated for transportation, demand planning, supply planning
- Standardised global processes fostering cross-categories benefits

### Recruit and retain top talents

- Supply Chain Hub in strategic location
- From traditional planner to data scientist profiles with an upskilling strategy.



**Contacts and contracts:** business deals signed at the exhibition are now being rolled out across global industry networks

# KCPM INVESTMENTS IN TIMES OF SPECIAL CHALLENGES

By Iurii Golovchenko, Chief Executive of Ukraine's Kyiv Cardboard and Paper Mill

Kyiv Cardboard and Paper Mill (KCPM) is the largest enterprise in Ukraine's industry and has been in operation since 1982. It produces base paper, sanitary paper products from wastepaper and pulp, cardboard, corrugated cardboard, cardboard packaging, and egg containers.

- 2,500 employees
- Over the past 25 years, €400m has been invested in the modernisation of the company, with the support of its shareholder Pulp Mill Holding
- Between 2022 – 2025, KCPM invested €40m
- The company's share in the domestic pulp and paper market is 30%.

Main sectors of production include:

- Carboard production 250,000tpy
- Base paper production 70,000tpy
- Corrugated production 355m m2 per year
- Sanitary products 355m units
- Urban wastewater treatment, heating 50,000 residents.

€400m has been invested over the past 25 years, €40m of which during the last four years with the support of Pulp Mill Holding. The source of investments for 2022-2025 is exclusively own funds. Investments during the full-scale war included:

- 2022: €6m
- 2023: €7.3m
- 2024: €10m
- 2025: €19m.

## Case No.1 – Energy efficiency and independence

Challenge: The urgent need to invest in energy efficiency and independence has been caused by several factors:

- Enemy missile attacks and the occupation of part of the territories in Ukraine led to the loss of 66% of generating capacity – 22.6 GW.
- In April 2024, shelling completely destroyed Trypillia TPP, the largest power plant in Kyivska oblast.
- Constant blackouts.
- Fluctuations in electricity and gas tariffs.

Primary resource: In 2012, KCPM carried out a reconstruction of its own thermal power plant to ensure stable and continuous operation of the enterprise, as well as the heating and hot water supply to Obukhiv.

- The power generation capacity of the TPP is 38 MW.
- The energy needs of the production are currently 28 MW.
- The deficit in the Ukrainian energy system became the reason to invest in the modernisation of the existing equipment – three Siemens gas generators.

Solution: Considering the challenging situation in the country's energy sector, we decided to use our self-produced energy more efficiently.

To ensure the efficiency and safe operation of the equipment under heavy load, the following components are being replaced:



**Investments in times of special challenges:** Iurii Golovchenko, Chief Executive of Ukraine's Kyiv Cardboard and Paper Mill, addresses the audience

# Yankee Coating Solutions

**Light Dry Crepe solutions** help you extract more value from your creping process.

**TAD+ Structured Tissue Yankee Coatings** help you meet the demands of TAD and hybrid structured tissue machines.

## Leverage maximum value creation with Buckman's Yankee coating solutions.

Buckman brings a new level of quality and efficiency to your tissue operation with strong support for your entire Yankee creping operation including problem-solving that leads to a better tissue and more efficient tissue making.

Our LDC solutions can help you achieve a stable creping process that maximizes both production and quality. And our proprietary Yankee coating packages for both TAD and hybrid structured tissue platforms will help you meet today's tissue manufacturing demands.

### Learn more.

Find out all the ways Buckman expertise and innovation can be applied to help your organization extract more value from your Yankee creping process. Contact your Buckman representative or visit [buckman.com](http://buckman.com).



**Buckman**<sup>TM</sup>  
Chemistry, connected.

- Siemens gas generators (24000 h) for GTU-2 and GTU-3.
- Purchase of Siemens power unit for GTU-1.
- The project cost €7.3m.

Result: The reliability of energy supply was ensured by stable operation of the thermal power plant, producing energy for the needs of KCPM.

- The technological processes of KCPM have been optimised for energy efficiency and economic viability.
- The enterprise can operate in the "energy island" mode, i.e. without connection to the national power grid of Ukraine.
- The total energy savings (in terms of thousand kWh) for 2022-2024 are 15,000 kWh (€500,000 annually) due to the modernisation of equipment and production process optimisation.

### Case No.2 – Modernisation of the drying part of PRM-2

Challenge: Upgrade of the drying part of PRM-2, which was brought into operation in 1988, is complicated by a number of challenges:

- The main difficulty is transportation of the large-sized Yankee cylinder.
- Logistical constraints due to the war in Ukraine significantly complicate delivery.
- Careful route planning and additional approvals are vital for safe transportation.

Challenge: Prior to the full-scale war, in 2016 the Yankee Dryer for PRM-1 was transported along the Dnipro River by cargo barge.

- Currently, this transportation way is not accessible in Ukraine due to the destruction of Kakhovka hydroelectric power station in 2023 and constant enemy shelling.

Challenge: For Ukraine, the dam's explosion caused the loss of 335 MW of power generation capacity at Kakhovka HPS and the shipping channel from Kakhovka to Zaporizhzhia.

Challenge: The only possible option for delivery is by sea and by land using vehicles. The overland route, from the ports of Reni or Odesa to Obukhiv (800km), has a number of difficult, impassable road sections for a road train, which has no analogues in terms of size in Ukraine.

Solution: A road train will be formed from the Reni port with the following parameters (m): 40\*6,15\*5,8 – 140 tonnes, considering the weight distribution of the cargo.

Result: Replacement of the drying section of a paper machine offers several important benefits:

- Improved industrial safety.
  - Increased service life.
  - Reduced energy consumption by up to 9%.
- Compliance with EU standards

The total cost is €7m.

Yankee cylinder diameter (Toscotec, Italy) – 6,000mm.

### Case No.3 – Sustainable waste management

Challenge No.1: Since February 2022, a shortage of wastepaper has been significant, caused by several factors:

- Migration of the population; around 10m people emigrated abroad;
- Difficulties in the stable operation of procurement enterprises due to military threats and hostilities;
- Destruction of logistics chains for regular imports on favourable terms.

Solution: Increase of network capacity of our own procurement enterprises, which are located in



**Panel discussion:** panelists included Metsä Board's Esa Kaikkonen, Sofidel Group's Luigi Lazzareschi, and Foreign Policy Research Institute's Antonia Colibasanu

the largest regional centres and cover the whole of Ukraine.

- 105,000 tonnes – in pre-war 2021.
- 250,000 tonnes – the annual wastepaper requirement of KCPM.
- 130,000 tonnes provided by own procurement enterprises in 2024 (+25,000 tonnes compared to the pre-war level).

### Realities of war:

- In the cities with the most difficult security situation, the company managed to increase its results by the end of 2024, exceeding the levels before the full-scale invasion.
- In Kherson, the company stopped its wastepaper collection due to constant shelling.
- Since February 2022, three new sites have been opened: in Odesa, Kharkiv and Kyivska oblast.

### Challenge No.2:

- Taking into account Europe's best practices in waste management, in 2022, despite the war, it was decided to invest in environmental projects.
- The goal is to minimise production waste (fibre waste, jute, film), to organize efficient disposal and recycling of residues.

### Steps to overcome the challenge

- Sorting: Careful sorting of production waste.
- Reducing volume: Changes in technological processes.
- Installation of special equipment for residue compaction.
- Shedding and separation: Installation of equipment for waste shredding and separation
- Sale of waste: Establishing sales chains for shredded and sorted residues
- Corporate culture: Increase of the general culture of the company's employees in waste management.

Solution: The equipment for shredding jute (a waste product of paper and cardboard production) was put into operation.

WEIMA WPL 15000 Hydro single-shaft shredder simultaneously shreds the waste and separates the film and metal for efficient sorting of the residues for further sale.

All waste is purchased by recycling companies. The project cost is €2m.

Result: Recycling of 100% of jute.

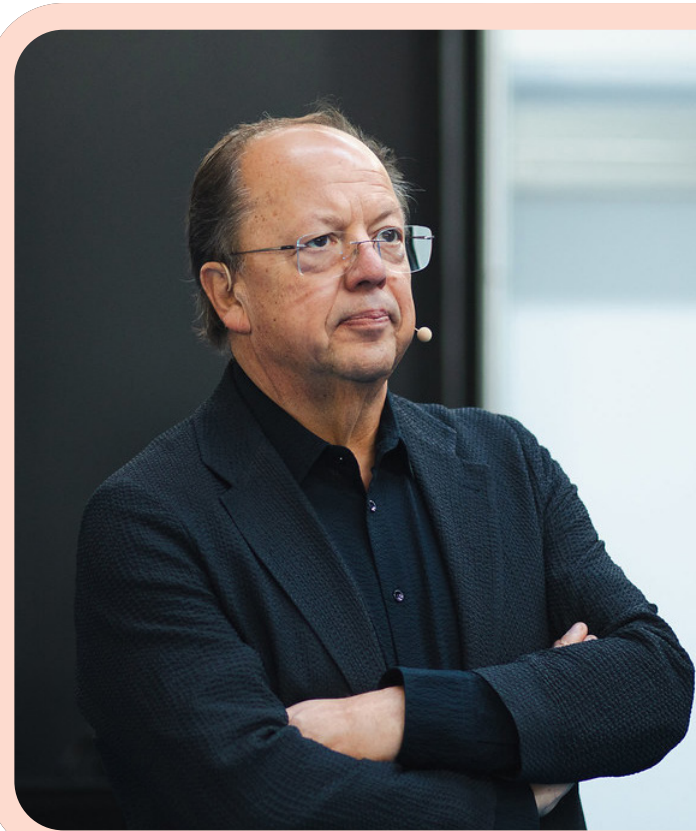
- Established cooperation with waste recycling companies:
- fibre waste is bought for brick production, film shredded by a shredder is used as SRF fuel.

- In 2022-2024, the sale of waste facilitated the reduction of the load on the landfill by 18.7 thousand tonnes.

### Social mission of KCPM (2022 – 2024)

Thanks to its own investments and the support of Pulp Mill Holding, the mill managed to retain a professional team of employees, providing them with a full social package and raising their salaries every six months.

- Kyiv Cardboard and Paper Mill is one of the largest taxpayers in the Kyiv region and Ukraine.
- €5m was allocated to charity projects and support for mobilised employees. Currently, every 10th employee serves in the Armed Forces of Ukraine.
- The company is included in the list of enterprises that are critical to the Ukrainian economy.



**Keynote speaker:** Sofidel Group Chief Executive Luigi Lazzareschi opened the conference on Day 1, with his talk: "Transformative Acquisition": Reflections on Sofidel's Recent Investments in North America for Building a Sustainable Future

# MANAGING PULP SUPPLY CHAIN RISK THROUGH STRATEGIC SOURCING

Ali Jalal, Chief Procurement Officer and Chief of Sales for Parent Rolls, Fine Hygienic Holding

Founded in 1958, Fine Hygienic Holding (FHH) is a leading tissue brand in the Arab world, and Fine a household name for tissue in Jordan. It has four main hubs of operations: Jordan, Egypt, KSA and UAE, producing 220,000tpy of tissue, 1.2bn baby diapers and 120m adult incontinence.

What is supply chain risk? When we speak of supply chain risk, we are referring to the potential occurrence of a problem along a company's supply chain, such that the provision of a good or service is prevented. The event is usually sudden and unforeseen, and most often capable of bringing the production process to a halt.

What is strategic sourcing? *The Journal of Global Operations and Strategic Sourcing* defines Strategic Sourcing as:

The process of developing channels of supply at the lowest total cost, not just the lowest purchase price. It expands upon traditional organisational purchasing activities to embrace all activities within the procurement cycle.

The following is how we apply the seven steps of Strategic sourcing to manage supply chain risk. As

we go through each step, we will outline how we use it to manage supply chain risk for pulp.

## Seven steps of strategic sourcing:

The first step is to **Understand the category**. While this step is straightforward, it is by far the most important as it sets the stage for the factors that define your supply risk profile.

Understanding the category covers developing knowledge of the product and its use in your operations, the elements and the factor that affect supply and demand and the knowledge of the macro and micro economic fundamentals that pertain to the end product.

Once this is achieved, you can put together a list of potential risks that affect the sourcing of your category.

The next step is to **Identify sources of supply**. In this step, you identify your current and potential suppliers, those operating in global and regional markets and those trading your raw materials. This step is used to develop the list of your key suppliers and your back up suppliers and providers for pulp.



**Panel discussion:** Fine Hygienic Holding's Ali Jalal, centre right, participates in a panel discussion following his speech on managing pulp supply chain risk



Premium networking, connect and collaborate: see you in Lisbon in 2027!

Once this is done, you can then **Determine the sourcing strategy**. Here, you can apply a matrix to determine how you treat your raw material with respect to how easy it is to source the material versus the profit impact it has on your final product cost. Pulp is a strategic item for tissue producers but has some leverage characteristics.

With the sourcing strategy defined you can look at **Selecting the suitable sourcing process**.

The two main methods for bale pulp sourcing are:

1. Sourcing on the spot market, through several suppliers and traders
2. Sourcing based on contracts from a select number of suppliers and traders with an agreed periodic delivery schedule based on an agreed pricing mechanism.

What defines which process to use depends on how you view your end product, your ability to work with multiple grades and suppliers, the cash position to support big deals or smaller frequent shipments, your logistics network, and the strength of your supplier relationships.

In general, contract buying is more directed to customers who have brands and focus on the relationship and the partnership to yield benefits. Spot buying is focused on the opportunistic/market driven activities. It covers a range of suppliers.

With sourcing process defined we go on to **Supplier selection and negotiation**.

To manage risk, you need suppliers that have flexibility in supply and experience in dealing with risks. Supplier selection should clearly have an element of risk management, not just prices. Moreover, when you go into negotiations, make sure to put this as part of your ask and evaluation. Do your homework properly and understand your limits. Have a backup plan so you can walk away if you need to.

With the selection done and negotiations finalized, you move on to **Implementation and transaction**. While this is straightforward, it can lead to risks if it is not done properly. As such make sure the "paperwork" is addressed – contracts, agreements, POs... and agree on the planning, scheduling and delivery process. Put effort in getting the "operational teams" up to speed and backend processes working. Ultimately when "issues" happen or a risk becomes a reality, they are the best to get things fixed quickly.

Finally **Review and develop relationships as supply chain risks are dynamic**. Like all relationships, communication is key. Work with your partners, communicate and be ready for challenges. Together you can all win!

# SETTING THE TABLE FOR CHANGE – TRENDS & FORCES DRIVING SUSTAINABLE DINING SOLUTIONS

Robert Dackeskog, President and Chief Executive, Duni Group

A unique control of the entire value chain for table covers and napkins

## Strategy for growth – A Trusted Sustainability Leader in our Industry by 2030

Strategic priorities:

1. Increase innovative offering to customers and consumers
2. Grow positions in Europe and Asia Pacific
3. Enhance operational efficiency and enable regional differentiation

## Becoming circular at scale – going net zero – living the change

Navigating a changing world: key forces shaping demand and behaviour

- Fragmented regulations
- Volatile global landscape
- Conscious consumers
- Sustainability

How to make sustainability fit both the planet and the bottom line?

Price, quality, performance, innovation, consumer behaviour, sustainability, profitability

Innovation: the key to sustainable solutions and future-proofing our industry

Our approach:

## Innovation at the core of sustainability

- Smarter designs and materials
  - Partnerships to drive industry change
- Our key innovation areas:
- Bio-based Products
  - Swan-labelled Products
  - Using shrimp shells and other waste for bio-materials
  - Smart Production Techniques
  - Airlaid Technology
  - Recyclable and compostable materials and techniques
  - Optimised Product Design
  - Sustainable Packaging
  - BiciCompost

Is digitalisation the game-changer for a sustainable dining revolution? Data analytics, digital tools, insights.

How to build resilient business models in the face of global uncertainty?

Value chain:

Full control – from raw materials to end-of-life Life Cycle Analysis (LCA)

## Strategic acquisitions:

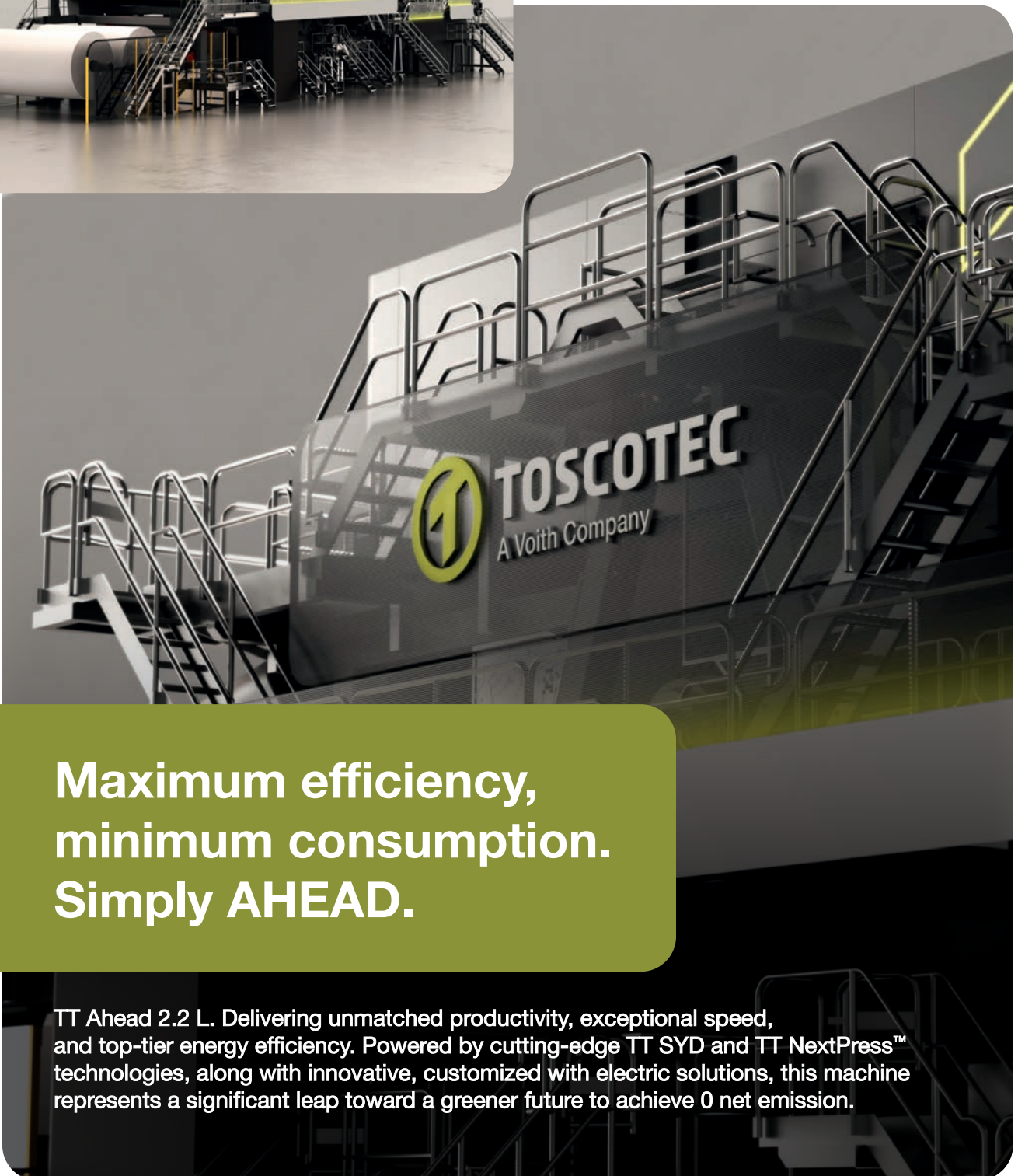
- SETI: In 2024, Duni Group boosted its tabletop product converting capabilities after acquiring a 70% stake in Slovenia's SETI. SETI is based in Kranj and is a converter for standard and customised high-technology tabletop products such as napkins, table covers and coasters in airlaid and tissue.
- Poppies Europe: In 2024, Duni Group announced its acquisition of the UK's leading paper tableware company Poppies Europe. The move strengthens Duni's presence in the sustainable dining market in the United Kingdom, while offering "significant synergies across manufacturing, logistics and distribution."
- Strengthen local presence and diversify markets to enhance resilience.

## How do you tackle a world where sustainability rules are anything but universal?

- Fragmented sustainability regulations create confusion and complexity.
- Inconsistent regulations across regions give an unfair competitive edge to some businesses.
- We set the highest standards as our baseline, turning compliance into market leadership.

Future outlook:

- Innovation is key to shaping a sustainable future!
- Turn challenges into opportunities through sustainability!
- Stay agile and proactive!
- Collaboration and shared commitment are essential for success!
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# GLOBAL TRENDS AND PROSPECTS FOR RETAIL TISSUE TO 2029

Emerging niche of premium products set to counterbalance projected expansion of private label. Report by Euromonitor International Senior Analyst Natalia Bezrebra.



## RETAIL TISSUE – RESILIENT PERFORMANCE AMID ONGOING TURBULENCES

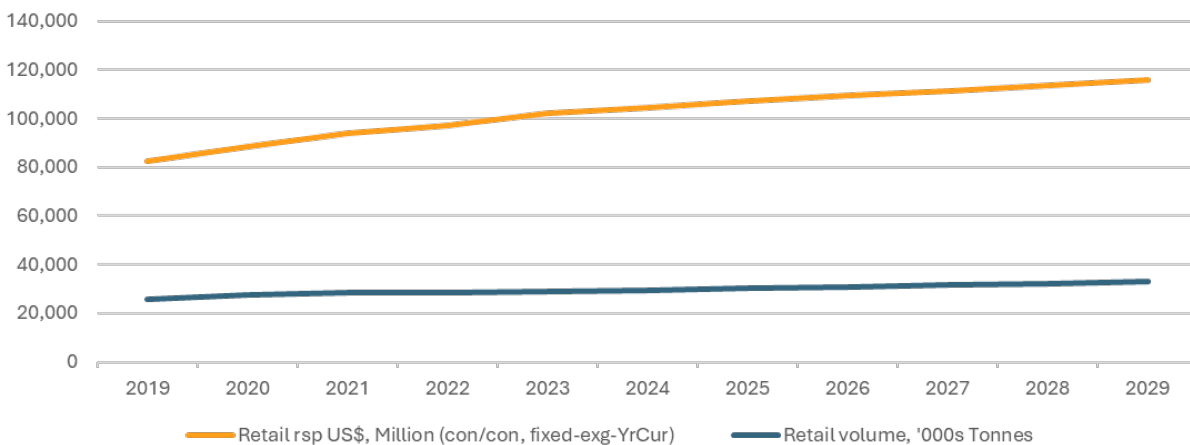
In 2024, global economic and geopolitical realities, complicated by the lasting war of Russia and Ukraine and the Israeli-Palestine military conflict, continued to keep consumers globally uncertain, even if their countries were void of similar threats.

Real GDP growth decelerated in the US to 2.7% in 2024 from 2.89% a year ago, similarly in China, sliding from 5.25% to 4.8% over 2024 and at 0% growth in Germany, to name a few countries. As a response to more complicated logistics, higher prices of fuel and energy in addition to other factors, unit prices of commodities and services grew in many countries globally causing consumers to be more uncertain about their future and thus developing more careful spending patterns.

Retail tissue remained resilient due to the commoditised status of such products, and in 2024 the industry grew by 5% in current value terms (rsp) with a 0.9% constant value sales increase, to \$104bn, indicating an overall increase in unit prices.

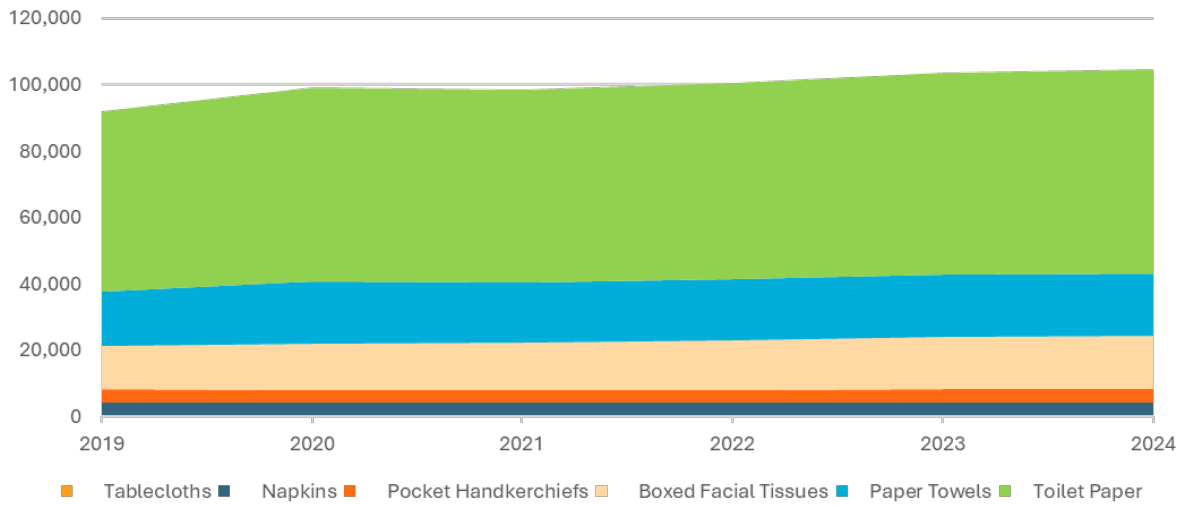
In the future, retail tissue is forecast to post a healthy growth as well, in particular due to the anticipated valorisation with rising consumer demand on boxed facial tissue, projected to be the most dynamic by 2029 (2024 is the current year of research and 2025-2029 data is forecast-based), and the emerging niche of premium products counterbalancing the projected expansion of the private label segment.

Retail Tissue, Retail Value and Volume Sales  
World, 2019-2029



Source: Euromonitor International, Passport Tissue and Hygiene

Value Sales of Retail Tissue by Category  
World, con/con, fixed-exg-YrCur, 2019-2024



Source: Euromonitor International, Passport Tissue and Hygiene

Toilet paper – the most demanded tissue product globally, even though boxed facial tissues lead in growth dynamics

Toilet paper holds the largest category status, both historically and over the forecast period, due to its high necessity status and the boost of regular innovations, including sustainable toilet paper (e.g., UK-based supermarket Tesco’s tissue from 100% recycled materials) and premium offers (e.g., Essity’s first 4-ply premium toilet paper Tempo launched in Taiwan in 2024).

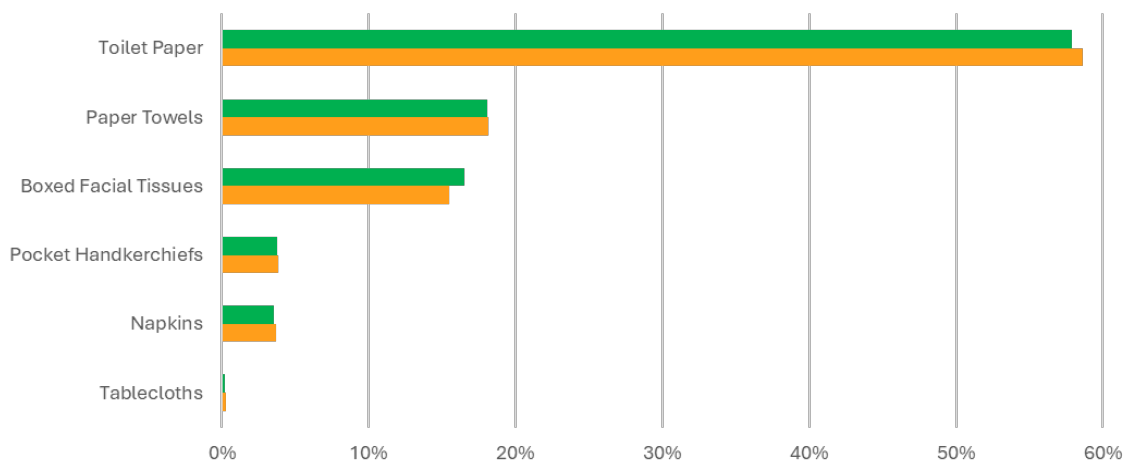
Paper towels and boxed facial tissues compete next, each appealing to consumers with their convenience of use and added value features quickly penetrating the latter category. Paper towels still have unrealised potential since with the

most economical consumers it can be substituted by toilet paper.

The challenge is met by manufacturers offering kitchen towels with smaller-sized sheets in rolls. Also, multi-pack and big-sized offers are offered as less budget-heavy solutions. For instance, Ukraine’s Kyiv Cardboard and Paper Mill launched Dyvo Premium Grande Maxi kitchen towels in packaging with a convenient handle for carrying.

In turn, boxed facial tissues take the lead in terms of the dynamics, demonstrating the healthiest growth both in 2024 (rising by 2% in constant terms on 2023) and over the forecast period. Such products appeal for convenience of use, with a better ratio of price vs functionality compared to pocket handkerchiefs, and more recently with

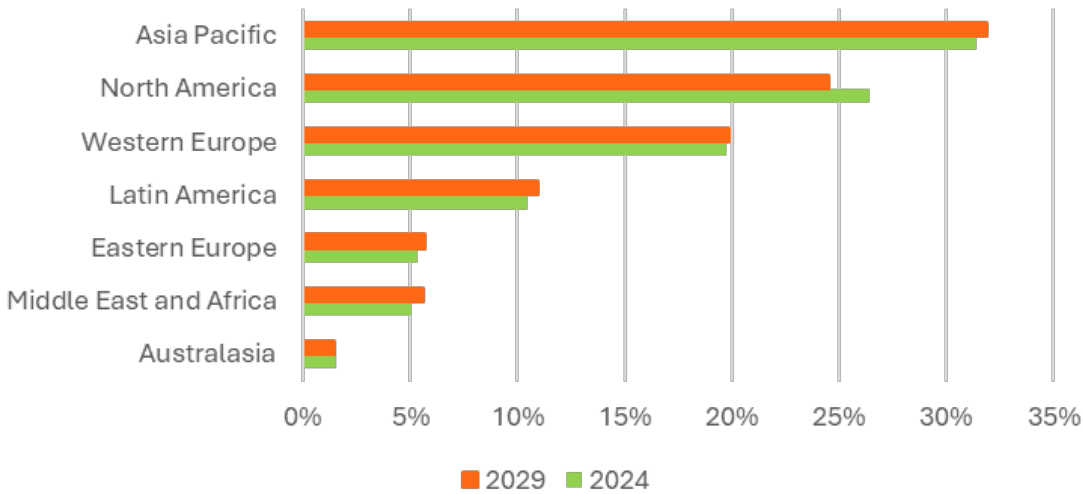
Global Retail Tissue Growth by Category 2024 vs 2029  
USD mn, con/con, fixed-exg-YrCur



Source: Euromonitor International, Passport Tissue and Hygiene

## Retail Tissue Sales Value by Region

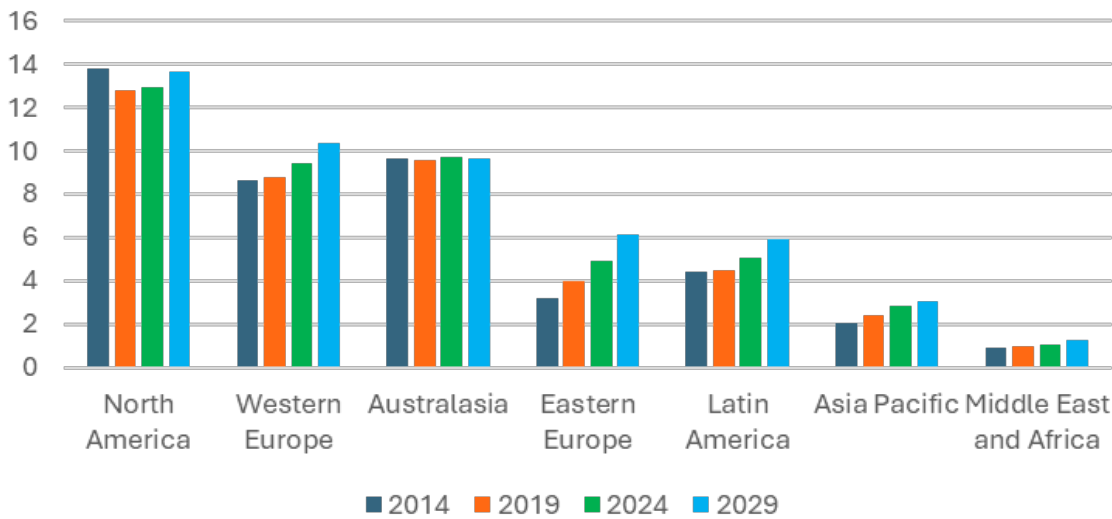
% share, retail rsp USD mn, con/con, fixed-exg-YrCur



Source: Euromonitor International, Passport Tissue and Hygiene

## Per Capita Consumption of Tissue by Region

kg/person (total population)



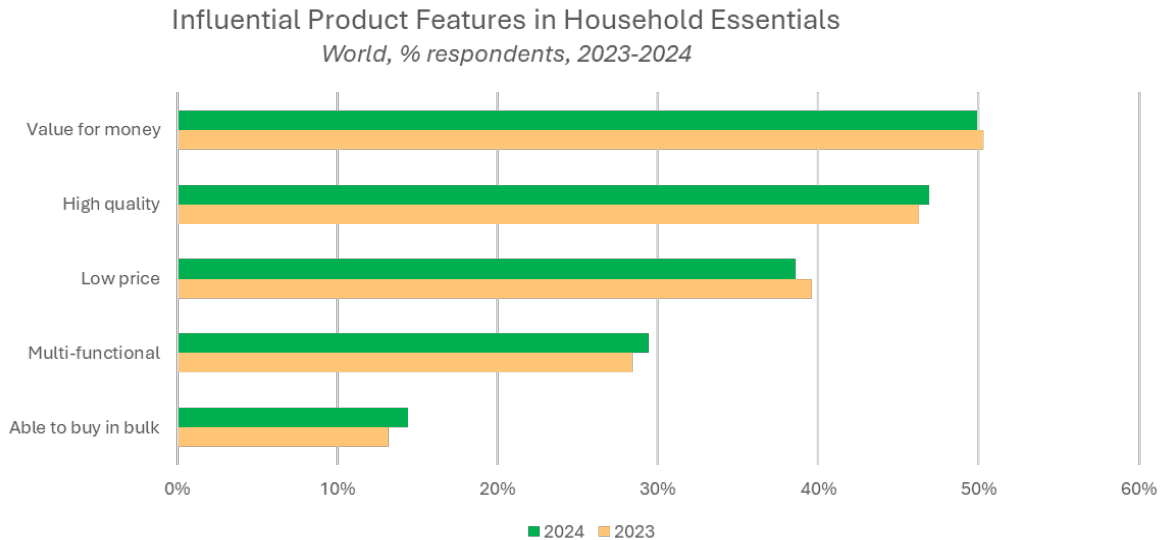
Source: Euromonitor International, Passport Tissue and Hygiene

extra functionality through blurring spaces with such categories as skin care and wellness. For example, Fine Spiritual Royal Oud Facial Tissues, which apart from durability and softness also offer their consumers calming effects and a possibility to relax due to essential oil content. This new product attracts consumers with sensorial experiences of wellness and luxury on top of its basic functionality.

### ASIA PACIFIC MAKES THE BIGGEST CONTRIBUTION TO VALUE SALES OF GLOBAL RETAIL TISSUE

Region-wise, the highest value sales of retail tissue is generated by countries in the Asia Pacific, in sum contributing 31% of the industry's global sales value. The region is also anticipated to grow further in share, to 32%, by 2029, benefiting from further innovation and the expansion of boxed facial tissue in particular.

The second-largest region in retail tissue is North America with a 26% value share. But by 2029 the region is anticipated to slide in share, to 25%.



**Source:** Euromonitor International, Voice of the Consumer: Lifestyles Survey, fielded 2023 (n:40691) and 2024 (n:40236)

In contrast, further expansion is anticipated to come from the rest of the regions as there is a strong potential in per capita consumption there still, especially since manufacturers keep on investing in assortments expansion, through innovative products including.

**RETAIL TISSUE AND CONSUMERS – CURRENT CHOICES, AND FUTURE OUTLOOK**

Regarding consumer choices in household products overall, when buying household essentials consumers primarily focus on prices, functionality of products and their affordability.

According to Euromonitor’s Consumer Lifestyles Survey, in a half of household essentials consumers prioritise value for money, around 46% – high quality and around 39% – low price of such products. The importance of high quality increased in 2024, in contrast to value for money and low price. Multi-functionality and an ability to buy in bulk also grew in importance.

Overall, we can conclude that consumers currently consider buying the best products they can afford, whether they are premium, standard, or economy, and that they are willing and able to pay for when this product meets their expectations. The expectations pertain to quality, design, functionality, size, durability, and aesthetics.

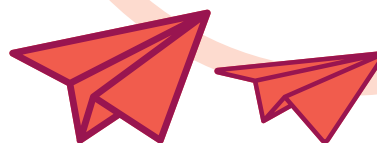
Specifically within retail tissue, the criteria are well met by private label offers with the category prone to a steady rise in sales value, especially in toilet paper and paper towels where such assortments are highly popular.

Consumer demand for private label is also driven by innovations aimed at improving such products quality, functionality and affordability through bigger packaging and a wider scope of prices,

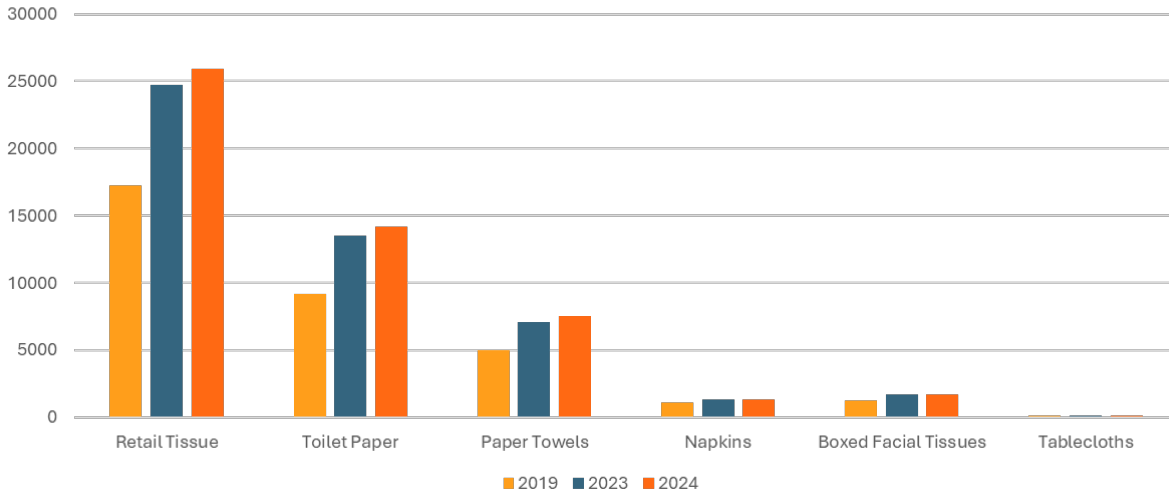
including through the expansion of the premium segment. Sustainable offerings also actively expand in presence. A sample of such developments is Toletta toilet paper which is sustainable, entirely biodegradable, of high quality, with improved flushability and with antibacterial protection, also available in bulk being a novel premium offer in private label.

Tissue products with sustainable features also rapidly expand in presence. Reducing environmental impact is associated with sustainability by 78% of industry respondents within Euromonitor’s Voice of Industry: Sustainability Survey, fielded in Feb 2024 (n:599). For around 60% of

**Consumers currently consider buying the best products they can afford, whether they are premium, standard, or economy, and that they are willing and able to pay for when this product meets their expectations.**



Private Label Retail Sales by Category  
 World, actuals, retail rsp USD (curr/con, fixed-exg-YrCur)



Source: Euromonitor International, Passport Tissue and Hygiene

respondents, sustainability means prioritising social, environmental and governance issues and achieving sustainable development goals. In stores, consumers can observe more and more products associated with sustainability. These are tissue products made of alternative fibres (e.g., bamboo, eucalyptus, grass), from recycled materials and in bio-degradable packaging.

Multi-functionality is increasingly prioritised. Recent developments in retail tissue encompass experiments with packaging design, including personalisation possibilities. For example, Renova Made by You napkins allow consumers to introduce their own preferred designs on napkins. Selpak boxed facial tissues were offered in packaging that can serve as an element of decor in bathrooms, suitable for both horizontal and vertical attachment.

Overall, these developments in retail tissue will determine company performance in the nearest years and making the right choices will allow tissue players to reach the competitive edge. As Euromonitor International’s data analytics allows to predict, consumers will be more demanding of quality of retail tissue products and will be attracted by good price offers. Beneficiaries of this trend will be private label players, especially when they consider further expanding their assortments, including expanding the price segments they are present in.

Packaging will also be important, and consumers are likely to be tempted by compact and convenient packaging and formats and bulk packaging when it comes to family consumption. Large packs, especially convenient for buying

online and suitable for more economical logistics, will also be demanded.

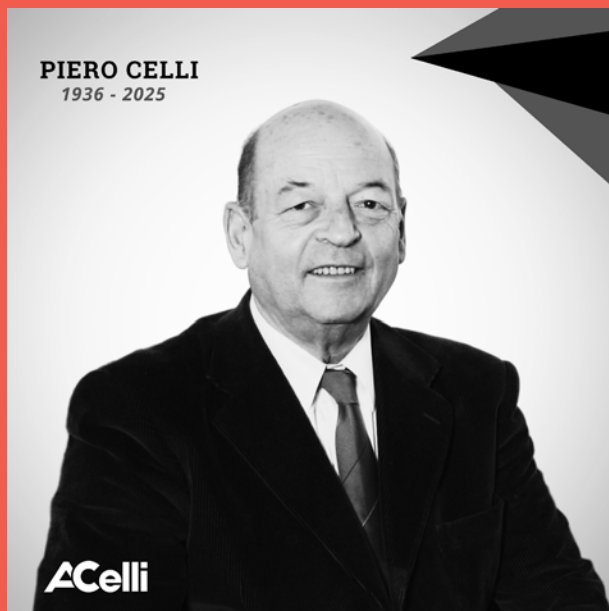
Lastly, sustainable products will be favourable options with consumers, especially when their beneficiary features are effectively delivered to consumers either through packaging or promotional campaigns. Personalising retail tissue and innovating such products with features characteristic of adjacent categories such as personal care and health and wellness will be beneficial for further growth as well.

**Multi-functionality is increasingly prioritised. Recent developments in retail tissue encompass experiments with packaging design, including personalisation possibilities.**



# NEWS IN BRIEF

A roundup of news from across the global tissue industry. To get the very latest news go to [www.tissueworldmagazine.com](http://www.tissueworldmagazine.com)



## **"BEFORE BEING A GREAT ENTREPRENEUR, MY FATHER WAS A GREAT MAN": PIERO CELLI PASSES AWAY AT 89**

Piero Celli – Italian entrepreneur and co-founder of A.Celli – has peacefully passed away at his home in Porcari, Lucca, on 24 April 2025 at the age of 89.

Born on 15 July 1936 in Pontedera, Pisa, Piero was one of the leading figures in the history of both A.Celli Group and the Italian and global paper machinery industry.

He, his brother Marco, and their father Alvaro founded "Officina Meccanica Alvaro Celli e Figli" in 1962.

Alessandro Celli, son of Piero and shareholder of A.Celli Group, said: "Before being a great entrepreneur, my father was a great man.

"A loyal, curious, and intelligent person, gifted with that spark that truly makes a difference. There was a vibrant light in his eyes, and in his heart the energy of someone who built this company with passion, vision, and a deep sense of responsibility toward people.

"Today, he has returned to the Father's house, but he leaves in all of us the lasting mark of an extraordinary example – one that we hope will continue to inspire us all."

## **GLOBAL**

### **ANDRITZ SIGNS AGREEMENT TO ACQUIRE A.CELLI PAPER**

Andritz has diversified its product offering after signing an agreement to acquire the Italian company A.Celli Paper. The company said the move will strengthen its presence across the global tissue and paper industry and expand its capabilities in winding and rewinding technologies.

A.Celli Paper has decades of experience in the supply of machinery and key equipment for the production of tissue, paper and board grades.

A.Celli Paper is headquartered in Lucca, Italy, and operates additional locations in Pinerolo, Italy, and Shanghai, China.

It has reported annual revenues of around €70m MEUR with a team of more than 100 employees.

In 2020, it widened its portfolio of winders, rewinders, systems for roll handling and packaging, as well as tissue machines and services through the acquisition of PMT.

Alexander Wassermann, Andritz Executive Vice President Paper & Textile, said: "This strategic move is driven by our commitment to providing comprehensive, innovative solutions to our customers.

"It expands our capabilities in key areas such as winding and rewinding technologies, making us a leading full line supplier from fibre to the packaged paper rolls, while also strengthening our service business."

Alessandro Celli, shareholder of A.Celli Group (Italia Technology Alliance), added: "In its eighty-year history, A.Celli Paper has developed a wide portfolio of products and services through investments and innovation.

"This has been made possible by the commitment of our family and our employees.

Joining a multinational organisation such as Andritz represents an opportunity for A.Celli Paper to further develop and grow in the tissue and paper market."

## ESSITY APPOINTS ULRIKA KOLSRUD AS PRESIDENT AND CHIEF EXECUTIVE

Ulrika Kolsrud – currently President of Essity's business unit Health & Medical – has been announced as the company's President and Chief Executive.

Kolsrud assumed the position on 1 June 2025, taking over from Magnus Groth, who earlier this year informed the company he would leave his position during the year.

She said: "I am honoured that the Board of Directors has entrusted me with leading Essity in the next development phase.

"I see great potential in the company, and it is with great enthusiasm that I take on this assignment.

"I look forward to working with Essity's fantastic employees to make a real difference for our customers, deliver profitable growth, and take Essity to the next level."

Jan Gurander, Chairman of the Board at Essity, added: "Essity has a strong position as a global hygiene and health company.

"Based on this, we will continue to develop our world-leading brands and strengthen our customer focus and innovation capabilities at a rapid pace.

"We are entering a phase of increased focus on growth and profitability, and our 36,000 dedicated employees around the world will make this possible.

"Ulrika has extensive and broad experience across the industries in which Essity operates."

Kolsrud has worked in all areas of the value chain including innovation, production, and sales.

She has been a member of the Executive Management Team since 2015, and since 2019 she has been heading Health & Medical.

## WACKER ANNOUNCES PRICE HIKES

The Wacker Group has announced a range of price hikes for its dispersions and dispersible polymer powder sourced from its production sites in Europe and USA.

Effective 1 May or as customer contracts allow, prices for these products will be increased by up to 5%.

The company said the move necessitated by rising costs for raw materials and logistics.

## SOLENIS TO APPLY TEMPORARY SURCHARGE IN THE US IN RESPONSE TO TARIFF-DRIVEN COST INCREASES

Solenis will temporarily apply a minimum 5% surcharge on all products and services sold in the United States, effective 1 May 2025.

The company said the action is "a direct response to rising costs tied to global trade policy changes", including a 145% tariff on China-sourced goods and new global baseline

tariffs at or above 10%.

It added that the temporary surcharge "is intended to offset these external pressures without compromising product availability or service quality."

Ed Connors, Chief Business Officer, Americas, said: "We know our customers are focused on controlling their costs.

"Our goal is to minimise the impact while continuing to deliver strong value and a dependable supply to our customers."

Solenis said it is also taking steps including:

- Limiting increases wherever possible through strategic sourcing
- Prioritising localised production to reduce exposure to international cost swings
- Leveraging the strength of its global supply chain to cushion cost impacts and protect continuity of supply.

Connors added: "We will continue to monitor global trade conditions closely.

"Should trade pressures ease, we are prepared to reassess the surcharge accordingly."

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## NORTH AMERICA

### SOFIDEL FINALISES ACQUISITION OF ROYAL INTERCO (ROYAL PAPER) ASSETS

Sofidel has entered into a Stalking Horse Asset Purchase Agreement (APA) to acquire certain assets of American At-Home and AfH business Royal Interco (Royal Paper).

Speaking exclusively to TWM at Tissue World Düsseldorf in April, Sofidel Chief Executive and member of the Board of Directors Luigi Lazzareschi confirmed that – subject to the terms of the asset purchase agreement – the company will acquire four facilities across Arizona and South Carolina.

This includes one paper mill in Gila Bend (AZ), two converting facilities in Phoenix (AZ), and one converting facility in Duncan (SC).

The Gila Bend paper mill alone represents an annual production capacity of approximately 61,000 metric tons.

Sofidel would make employment offers to a significant portion of Royal Paper's 500 employees.

On 8 April Royal Paper filed voluntary petitions to reorganise under Chapter 11 of the United States Bankruptcy Code.

Through the procedure, Royal Paper is conducting an auction process for the sale of these assets pursuant to section 363 of the Bankruptcy Code.

Sofidel and Royal Paper have reached agreement on a "stalking horse bid", subject to higher and better offers and bankruptcy court approval, as well as other customary closing conditions, including the receipt of any required regulatory requirements.

### K-C TO INVEST \$2BN TO EXPAND US GROWTH; RUSS TORRES PROMOTED TO PRESIDENT AND COO

Kimberly-Clark (K-C) is to invest over \$2bn in the next five years in its North America business, a move it said is its largest domestic expansion in more than 30 years.

Expected to create over 900 jobs, the investment will enhance K-C's US manufacturing capacity, accelerate its innovation plans, and support its growth targets.

It will centre on two projects: an advanced manufacturing facility based in Warren, Ohio, and the expansion of its Beech Island, South Carolina, site with a state-of-the-art automated distribution centre.

It also includes additional capital expenditure for innovation and automation upgrades across the company's North America supply chain network.

The company has also announced that Russ Torres – previously K-C North America's Group President – has been promoted to President and Chief Operating Officer, effective immediately.

Regarding the \$2bn investment in its

North American facilities, Torres said: "This landmark investment represents a strategic bet on the American consumer and our ability to drive innovation-led sustainable growth for Kimberly-Clark."

"It reflects the confidence we have in our long-term growth plans and complements a broad range of commercial and R&D investments we have been making throughout the business as part of our Powering Care transformation journey."

Spread across more than a million square feet, the company said the Warren, Ohio-based facility will "provide the capacity needed to unleash future growth for K-C's fastest growing personal care categories."

It added that the new Regional Distribution Centre (DC) in Beech Island, South Carolina, which is located next to K-C's largest manufacturing facility, will "create the infrastructure necessary to support future scale and unlock network efficiencies."

It will use advanced robotics, AI-powered logistics systems, and high-density automated storage to "dramatically improve operational efficiencies and fast-track speed to market."

The announcement comes one year after K-C launched its company-wide transformation initiative.

Construction for both facilities is scheduled to begin in May 2025 and expected to be completed over the next two to three years.

Following his promotion, Torres added: "There is incredible potential still to be unlocked at Kimberly-Clark, and I look forward to working with our teams around the world to continue to execute on Powering Care, build on the power of our brands across the mega categories we serve and usher in the next chapter of growth."

## TÜRKIYE

### LILA GROUP ORDERS FIRST TISSUE MACHINE FOR ERZURUM

Turkish tissue manufacturer Lila Group has invested in a Valmet-supplied 70,000tpy Advantage DCT 200 tissue machine to be installed at its new TL3bn facility in Erzurum.

TM5 is the company's fifth Valmet-supplied tissue machine, and the scope of supply will include a complete Valmet Advantage DCT 200 tissue production line with stock preparation equipment and a Focus Reelite 25 ENS Rewinder.

The tissue machine is equipped with Valmet Advantage key technology, including a ViscoNip press, a Yankee Dryer, and a SoftReel reel.

It will have a width of 5.6m and a design speed of 2,200mpm, adding a capacity of 70,000tpy of tissue products for the domestic and export markets.

The tissue manufacturer has said the Erzurum site will be the first tissue paper facility in the

Eastern Anatolia and Eastern Black Sea region, with 100,000m<sup>2</sup> of construction being carried out on 160,000m<sup>2</sup> of land.

The converting section of the facility is expected to be operational in 2025 and jumbo roll paper production is aimed to be operational in 2027.

Lila Group is a leading Turkish industrial enterprise headquartered in Istanbul, Türkiye.

Valmet has previously delivered four Advantage DCT 200 tissue lines to the company's mill in Çorlu.

## INDIA

### TAMIL NADU DIVERSIFIES INTO TISSUE WITH TM INVESTMENT

Tamil Nadu Newsprint & Papers (TNPL) has officially entered the tissue market after investing in an Andritz-supplied tissue machine to be installed at its Unit II facility in Mondipatti Village, Tamil Nadu.

The investment marks the Indian paper and board producer's entry into the tissue market.

Sandeep Saxena, Chairman and Managing Director of TNPL, said: "Our vision is to adopt state-of-the-art technology and be the world's most sustainable brand in the production of eco-friendly paper grades."

Andritz will supply a PrimeLineTM S 2000 line that will produce high-quality tissue grades from the mill's own hardwood pulp, at a maximum capacity of 34,000tpy.

It will have a design speed of 2,000m/min and a working width of 2.85m and will be equipped with the latest generation PrimePress XT Evo shoe press.

## UK

### WEPA BOOSTS CAPACITY WITH PM AND CONVERTING INVESTMENT AT BRIDGEND

Germany's WEPA Group has announced plans to invest in a 70,000tpy paper machine and two converting lines at its site in Bridgend.

The project at the Llangynwyd, Wales-based site – which produces toilet paper and kitchen towels for the British consumer market – is expected to be realised within two years.

Martin Krengel, WEPA Group Chief Executive, said: "The United Kingdom is a very important strategic market to us.

"We want to further grow here to continue to support our partners' growth and to meet their quality and most importantly sustainability expectations in the best possible way in the future as well."

The company said the investment will result in



**Tamil Nadu Newsprint & Papers (TNPL) has officially entered the tissue market after investing in an Andritz-supplied tissue machine to be installed at its Unit II facility in Mondipatti Village, Tamil Nadu.**

a reduction in the amount of water and around 50% less energy consumption in the paper production process.

It will also result in an increased amount of recycled hygiene paper that will be produced.

Mill Manager Jordi Gomà-Camps Travé added: "The investment is an important step for the development of the site.

"It will contribute to our continued success as well as to safeguarding jobs in the region for the future."

The company declined to comment on the name of the machinery suppliers at this time.

## GERMANY

### FRIPA BOOSTS CAPACITY WITH PRODUCTION UPGRADE

Fripa Papierfabrik Albert Friedrich (Fripa) has started-up a Toscotec-supplied TT NextPress shoe press supplied at its Miltenberg mill.

The company confirmed the shoe press has been operating efficiently for a few months and has fully achieved the targets of the rebuild.

Resulting from R&D activities in cooperation with Voith, Toscotec said its new generation design of TT NextPress shoe press "delivers superior dewatering performances and energy savings."

It said the technology "ensures a stable after-press dryness rate" of more than 45% on a tissue line operating at a speed of 2,100m/min.

Christoph Maaß, Head of Paper Production at Fripa, said: "The main aim of the rebuild was to extend the lifetime of the paper machine



**Start-up team:** Toscotec and Gulf Paper Manufacturing (GPM) in front of PM2 at GPM's Mina Abdullah paper mill, Kuwait

clothing and improve machine uptime with stable production conditions.

"As things stand today, it can already be considered confirmed that both the felt and the sleeve lifetime has been extended enormously.

"As a result, the machine availability has improved positively. Another important effect is an improvement in the moisture profile, which leads to improved runability in the converting process."

Founded in 1911, Fripa is headquartered in Miltenberg where it operates three paper machines and several converting plants.

It has two distribution warehouses in Düren and Berlin and a production capacity of 125,000tpy.

## KUWAIT

### GPM BOOSTS PRODUCTION CAPACITY WITH TM REBUILD

Gulf Paper Manufacturing (GPM) has started-up a Toscotec-supplied forming section upgrade on its PM2 tissue line based at its Mina Abdullah facility.

The forming section rebuild included an approach flow system upgrade and the installation of a TT Headbox designed to match the quality requirements for facial tissue in the Middle Eastern market.

In a joint statement, Ghaleb Alhadhrami, GPM's Projects and Development Manager, and Ahmed

Kasim, Plant Manager said: "With this project, we invested in a technological upgrade of our existing machine in order to achieve a substantial quality improvement.

"The project hit its mark, and we are already offering an important added value to our customers in the regional market."

Established in 1978, GPM was the first company to start manufacturing paper in the Gulf region in 1981.

Owned by two families of Kuwaiti entrepreneurs, it now operates three production lines at its Mina Abdullah paper mill in Kuwait, producing 70,000tpy of packaging grades fluting medium, test liner, and white top liner, using 100% recycled paper on PM1, tissue manufactured from 100% virgin pulp on PM2; and tissue converting at PM3.

## PORTUGAL

### TOSCOTEC ANNOUNCES "WORLD'S FIRST FULLY ELECTRIC TM" AT FORTISSUE

Portuguese tissue manufacturer Fortissue and machinery supplier Toscotec have celebrated the start-up of the "world's first fully electric tissue machine" at Fortissue's Viana do Castelo production facility.

PM1 is an AHEAD 2.0 line which Toscotec said is

now the first tissue machine in the world to operate entirely on electricity at 2,000m/min.

After ten years of operation, the machine has been fully upgraded to achieve the target of more sustainable tissue production.

Toscotec has installed a fully electrical air system including e-powered TT Hood with multiple stages of heat recovery.

Based on the specific production needs, TT Swing ensures maximum flexibility by offering different operation modes from full cascading to hybrid (with heated air only in the wet section).

TT Turbodryer harnesses the heat recovered from the air system to improve the shoe press de-watering effect and increase post-press dryness. The new e-powered TT SteamBooster generates 100% of the steam necessary for the TT SYD Steel Yankee Dryer by recovering the heat present in the hoods exhaust air together with high-efficiency electric steam generation.

The energy needed for PM1's operation comes entirely from electricity. The mill has the option of getting power from the Portuguese grid or using 100% renewable energy coming from its solar and wind systems.

The associated greenhouse gas (GHG) emission reductions amount to minus 20% in case the tissue line operates from the grid, and net zero GHG emissions when it runs on renewable energy both for its electric and thermal needs.

Nuno Ribeiro, owner of Fortissue, said: "This machine upgrade represents a leap forward for the industry's energy transition. The execution of such a ground-breaking project was extremely smooth.

"We are proud to say that with Toscotec we are breaking new ground in tissue technology, walking the pathway traced by European consumers who are asking for more sustainable products."

Established in 2015 in Alvarães, Northern Portugal, Fortissue produces an annual production capacity of approximately 35,000 tons of paper.

It is part of the Ghost Group, which includes three companies: Suavecel, Nunex Worldwide and Fortissue.


## DOMINICAN REPUBLIC

### CÉSAR IGLESIAS BOOST PRODUCTION CAPACITY WITH TM INVESTMENT

César Iglesias is to boost its production capacity after investing in a Toscotec-supplied AHEAD 1.8 tissue line to be installed at its facility in Santo Domingo.

Start-up of PM2 is planned for 2026, and the line has a sheet width of 2.8m and a production capacity of over 30,000tpy.

It is equipped with TT NextPress shoe press



**Portuguese tissue manufacturer Fortissue and machinery supplier Toscotec have celebrated the start-up of the "world's first fully electric tissue machine" at Fortissue's Viana do Castelo production facility.**

technology, a TT SYD Steel Yankee Dryer, and high-efficiency TT Hoods.

The supply also includes the complete stock preparation system, Toscotec's upgraded Distributed Control System TT Brain DCS, as well as the full electrification system.

This is a repeat order for Toscotec, which in 2019 started up a TT SYD Steel Yankee Dryer on the company's PM1 as a replacement of an existing cast iron cylinder.

Jesús Feris Ferrús, Technical Director at César Iglesias, said: "Toscotec's Steel Yankee has been delivering outstanding energy efficiency results for over five years.

"We trust that Toscotec will match our expectations on this important new investment and the tissue line will give us a competitive advantage in the regional market."

César Iglesias is a Dominican company with more than 100 years in the market.

It is dedicated to the manufacture and marketing of mass consumption products in the areas of cleaning, home care and personal care and food.

# VIETNAM'S STRONG TISSUE INDUSTRY FACES CHALLENGES TO MAINTAIN COMPETITIVE EDGE



Could Vietnam become a regional tissue exporter? Advances in infrastructure and production technology key to realising potential. Report by Bruce Janda, Senior Consultant, ResourceWise.

Vietnam possesses the potential to emerge as a significant tissue exporter within the regional market due to its strategic geographical location and growing production capabilities. Its tissue mills – primarily concentrated around major economic hubs such as Hanoi and Ho Chi Minh City – are positioned to serve neighbouring markets effectively. Leveraging its proximity to countries spanning from Australia to Taiwan and extending to eastern India, Vietnam could capitalise on regional trade opportunities and cement its role within the tissue industry.

Investments in infrastructure and advancements in production technologies are key to realizing this potential. A thorough analysis of Vietnam's trade patterns, production capacities, and economic indicators, such as population growth, GDP per capita, inflation trends, and unemployment rates, can provide valuable insights into the country's readiness to scale its tissue exports. Strategic initiatives to boost fibre integration and enhance pulp production could further

strengthen Vietnam's competitiveness in the global tissue market.

Figure 1 shows a map of Vietnam with tissue mill locations, mainly clustered around Hanoi and Ho Chi Minh City. The map highlights the region from northern Australia to Taiwan and eastern India as potential areas for tissue trade.

Figure 2 shows Vietnam's space population and GDP per capita trend over the past 17 years. GDP per capita is expressed as PPP, or purchasing power parity, to understand better the average individual income available for spending relative to global norms. Vietnam's total population was estimated to be 105,750,975 in 2024. It has grown at approximately 0.89% recently, putting it in the upper half of global country growth rates. The population is not evenly dispersed and instead is clustered along the coasts and river deltas, creating one of the highest population densities in the world. At the same time, about 47% of the country's area is considered forested.



Figure 1: Vietnam Tissue Mills and SE Asia Region

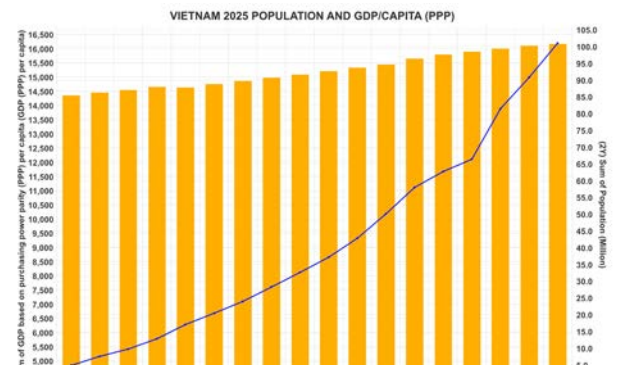


Figure 2: Vietnam Population and GDP/Capita (PPP)

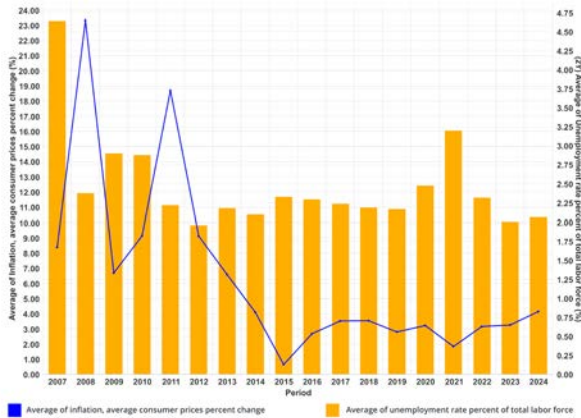


Figure 3: Vietnam Inflation and Unemployment

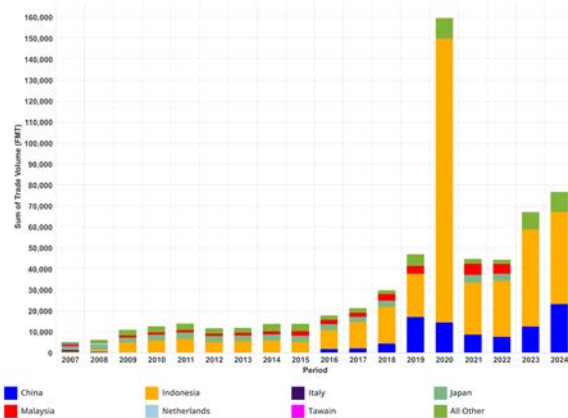


Figure 4: Vietnam Tissue Imports Trend

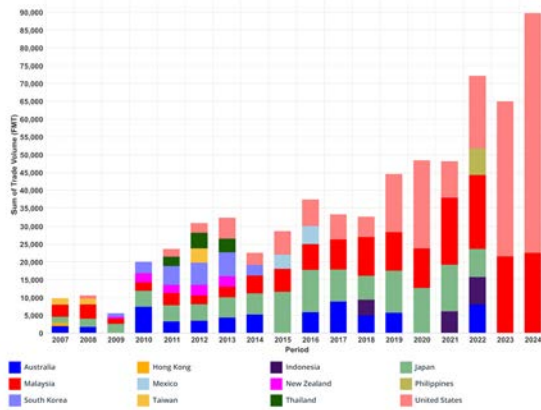


Figure 5: Vietnam Tissue Exports Trend

The blue line in Figure 2 shows the evolution of GDP per capita (PPP), which has been increasing significantly faster than the population, at about 8.12% in 2022. This ranks at about 24th among nations in the world and provides a reasonable expectation for further development of domestic tissue consumption.

Vietnam has enjoyed relatively positive inflation and unemployment rates since 2015, as seen in the trends in Figure 3. Current inflation has increased to about 3.5%, but it is still manageable. This provides a good climate for developing consumer tissue demand.

Figure 4 shows Vietnam’s tissue import trend over this study. A significant increase was shown in 2020, probably due to pandemic supply issues. Indonesia is providing the majority of tissue imports now with some growth from China. Figure 5 shows Vietnam’s tissue exports. Note that the scales on the Y axis for import or export tons are different due to the import spike in 2020. Exports have grown steadily since 2010. However, exports have only exceeded imports since about 2021.

Vietnam has begun to improve its tissue machine fleet and increased capacity throughout the study. Figure 6 shows that 16 machines were added and two were removed for a net increase of 14 tissue machines. The country’s tissue sites integration status is shown in Figure 7. 55% of the tissue mills use recycled fibre that is at least partially produced on site. Some 3% of the tissue sites includes both virgin and recycled integrated fibre, while only 1% of sites have on-site integrated virgin fibre.

Vietnam produces pulp for the market, as shown in Figure 8. This consists of bamboo and Acacia fibre. Acacia is the same tropical hardwood that comprises most of Indonesia’s pulp and paper exports. Although Acacia is not considered as soft a tissue fibre as eucalyptus, it is generally regarded as a good fibre for tissue production. The other component of Vietnam’s market pulp is bamboo. Bamboo fibres typically resemble hardwood, though some species can match softwood in strength. Indonesia has faced far more criticism for deforestation and forest ecology management, but Vietnam is not exempt from criticism. Perhaps a profitable and sustainable forest products industry could help enhance its reputation and provide raw material for tissue expansion and increased exports?

Vietnam’s tissue capacity by finished product form is shown in Figure 9. The stacked bars on the chart show the fibre description and amounts used for each product. Consumer bath is the largest category, with commercial bath tissue in second place. The majority of the consumer bath tissue is made using recycled eight fibre, but some amount of bleached non-wood fibre and imported eucalyptus is included. Consumer and commercial facial tissue are the next most common categories, with consumer towel and napkin following far behind.

Line Change	2009	2010	2012	2015	2016	2018	2019	2020	2021	2022	2024	TOTAL
Shutdown		-1						-1				-2
Start-New	1	1	1	1	1	3	2	1	1	1	3	16
TOTAL	1		1	1	1	3	1	1	1	1	3	14

Figure 6: Vietnam Tissue Machine Replacement Count



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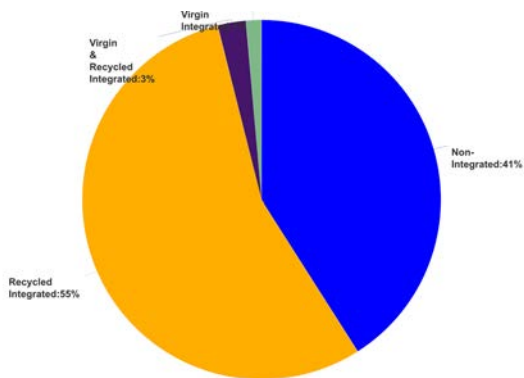


Figure 7: Vietnam Tissue Site Fibre Integration

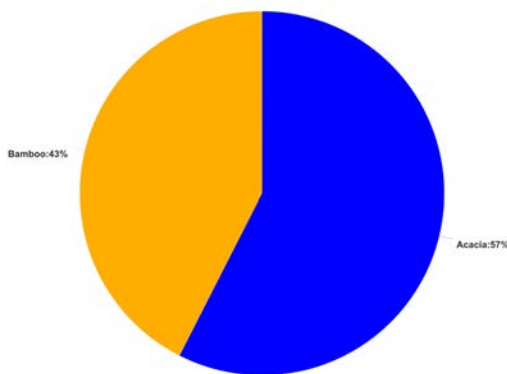


Figure 8: Vietnam Market Pulp Production

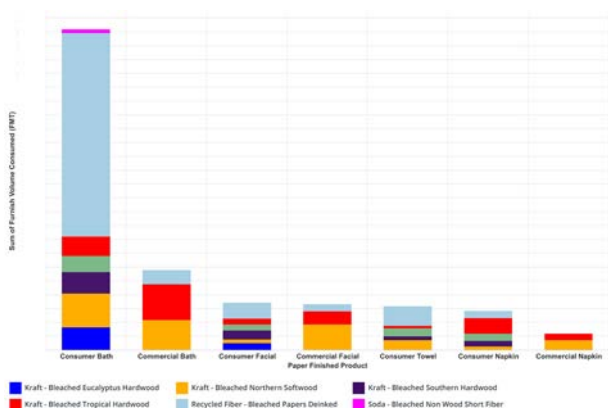


Figure 9: Vietnam Tissue Production by Finished Product

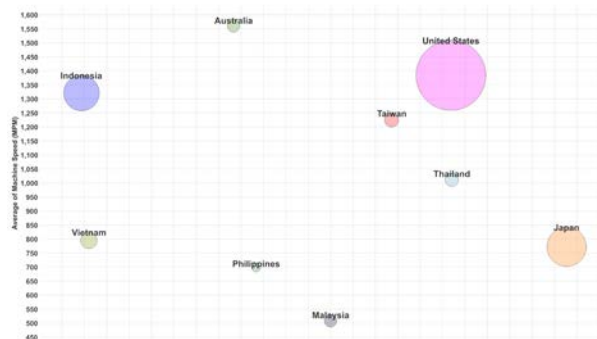


Figure 10: Vietnam Tissue Machine Quality Comparison

A comparison of regional tissue producers and the United States was made to benchmark Vietnam’s tissue machine quality. Figure 10 shows this by plotting the average technical age of each country’s machines against average tissue machine line speed, with bubble size representing total capacity.

Vietnam and Indonesia have the newest tissue machine fleets, averaging 15 years in technical age, while Japan, Taiwan, and Thailand exceed 30 years. The United States also falls in this category but has wider and faster machines than most. A second quality comparison will be provided in Figure 12 to analyse tissue machine viability.

Figure 11 compares average tissue production costs among various countries, including Vietnam. Each bar’s height shows the cash cost per ton, while its width reflects tissue capacity. The coloured segments illustrate different cost components like raw materials, pulp, chemicals, energy, labour, overhead, and credits.

The Philippines, Indonesia, Malaysia, Vietnam, and Thailand are low-cost producers, but their cost structures vary. Indonesia has high fibre costs but low energy expenses. Australia, Japan, the United States, and Taiwan have higher production costs, with Japan, Malaysia, and Taiwan experiencing particularly high energy costs.

Figure 12 illustrates the relative average viability of the comparison country set of tissue machines. This FisherSolve algorithm employs estimated capital requirements, cash production costs, machine size, technical age, grade risk in the local economy, internal company risk, manufacturing competitiveness of the area, tons per unit trim, and export destination charges. Indonesia and Vietnam hold the most viable positions in Southeast Asia. Meanwhile, Malaysia, the Philippines, Taiwan, and Japan have significantly lower viability scores for their tissue capacity. This indicates that they would be at risk if either Indonesia or Vietnam were to expand their capacity.

Figure 13 compares the energy usage for tissue production in energy consumption units as GJ/FMT. Vietnam is relatively efficient in energy usage, but the carbon content of that energy is high, as shown in Figure 14. The United States uses the most energy per ton globally due to low energy costs and product design variables. Some differences can be seen in the bar segments near the top for the United States, Australia, and Taiwan due to their access to natural gas. Vietnam and the other countries use the number 2 fuel oil.

Vietnam’s tissue production sector stands out for its relatively efficient energy usage, as shown in Figure 13. However, this efficiency comes at an environmental cost due to the high carbon content of its energy sources,

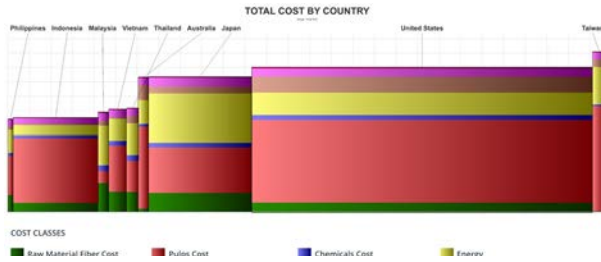


Figure 11: Vietnam Tissue Production Cash Cost Comparison

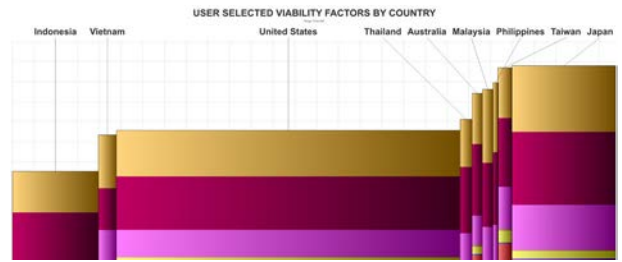


Figure 12: Vietnam Tissue Production Viability Comparison

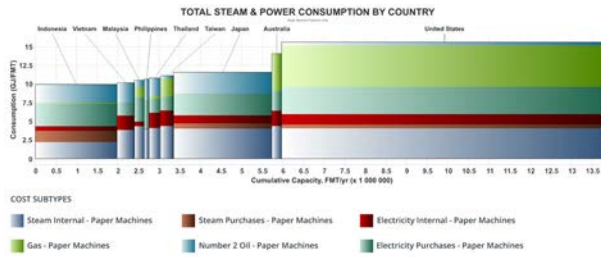


Figure 13: Vietnam Tissue Production Energy Units per Ton Comparison

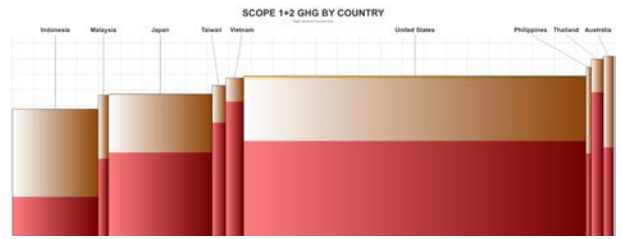


Figure 14: Vietnam Tissue Production Carbon Emission Comparison

further detailed in Figure 14. The reliance on number 2 fuel oil, shared by Vietnam and neighbouring countries, contrasts sharply with the cleaner energy sources accessed by nations like the United States, Australia, and Taiwan, which benefit from natural gas availability.

Figure 14 illustrates Scope 1 (on-site fuel) and Scope 2 (electricity) carbon emissions per the ton of finished tissue produced. The data indicates that Vietnam’s emissions are average, due to low electric grid carbon (Scope 2) balancing out high carbon emissions (Scope 1) from fuel oil burned onsite. Vietnam has the highest amount of electrical energy produced on-site. Perhaps the increased fuel oil is used for electrical generation. Indonesia demonstrates very low scope one emissions and relatively high scope two emissions, suggesting that some onsite process steam comes from renewable energy generated as a byproduct of the newer pulp mills. This is a potential opportunity for Vietnam to integrate tissue and fibre production and reduce costs and carbon emissions. As Vietnam continues to expand its tissue-making capacity, addressing these energy and environmental challenges will be critical to ensuring its long-term viability and growth.

### VIETNAM’S TISSUE INDUSTRY

Vietnam is emerging as a low-cost and viable producer of tissue products in Southeast Asia. Key points include:

- **Production Costs:** Vietnam, along with Indonesia, Malaysia, the Philippines, and Thailand, is classified as a low-cost tissue producer. However, cost structures vary among these nations.
- **Viability:** Vietnam and Indonesia are the most viable in terms of tissue machine competitiveness, with other countries, such as Malaysia and Taiwan, facing higher risks if Vietnam or Indonesia expand their capacity.

- **Energy Efficiency:** Vietnam shows relative efficiency in energy usage (measured in GJ/FMT) but relies heavily on number 2 fuel oil, resulting in high carbon content in its energy mix compared to nations like the United States and Australia, which utilise cleaner natural gas.
- **Carbon Emissions:** Vietnam’s carbon emissions are balanced between Scope 1 (onsite fuel) and Scope 2 (electricity from the grid). Integrating tissue and fibre production has the potential to reduce costs and emissions.

Despite its strengths, Vietnam faces challenges with environmental impacts, high carbon content in energy sources, and the need for strategic innovation to maintain its competitive edge.

A detailed understanding of tissue producers and their individual machines is crucial for analysing the competitive landscape. This article presents an overview of the current tissue industry in Vietnam. Fluctuations in fibre prices, exchange rates, and environmental regulations create both opportunities and challenges for industry participants. Moreover, changes in ownership and consolidations are expected to persist among tissue mills in Vietnam, while investments in tissue-making capacity from neighbouring countries may impact imports and exports.

# IMPROVED HYGIENE PRACTICES AND INFRASTRUCTURE DRIVE VIETNAMESE TISSUE CONSUMPTION



More Vietnamese dong in the pocket, improving living standards, greater awareness of product range and outlets expanding into rural areas. Report by Hiromi Yamaguchi, Research Manager, Euromonitor International.

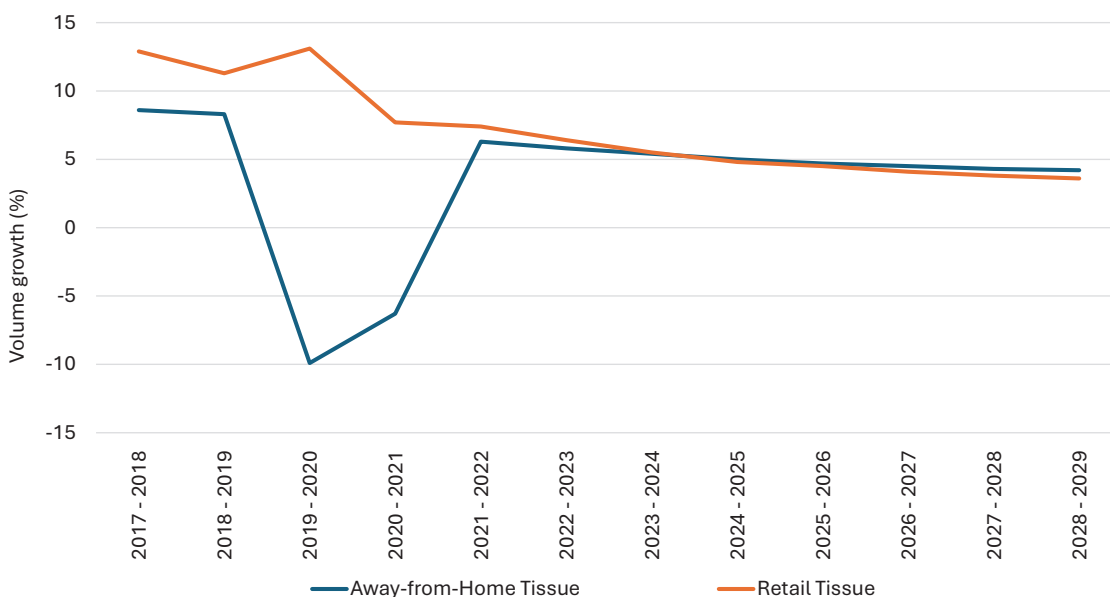
## STRONG GROWTH SEEN FOR RETAIL TISSUE IN VIETNAM IN 2024

### RETAIL TISSUE - KEY DATA FINDINGS

- Retail value sales rise by 7% in current terms in 2024 to VND19.8tn
- Paper tableware is the best performing category in 2024, with retail value sales rising by 8% in current terms to VND588bn
- Retail sales are set to grow at a current value CAGR of 9% (2024 constant value CAGR of 5%) over the 2024-2029 forecast period to VND30.4tn.

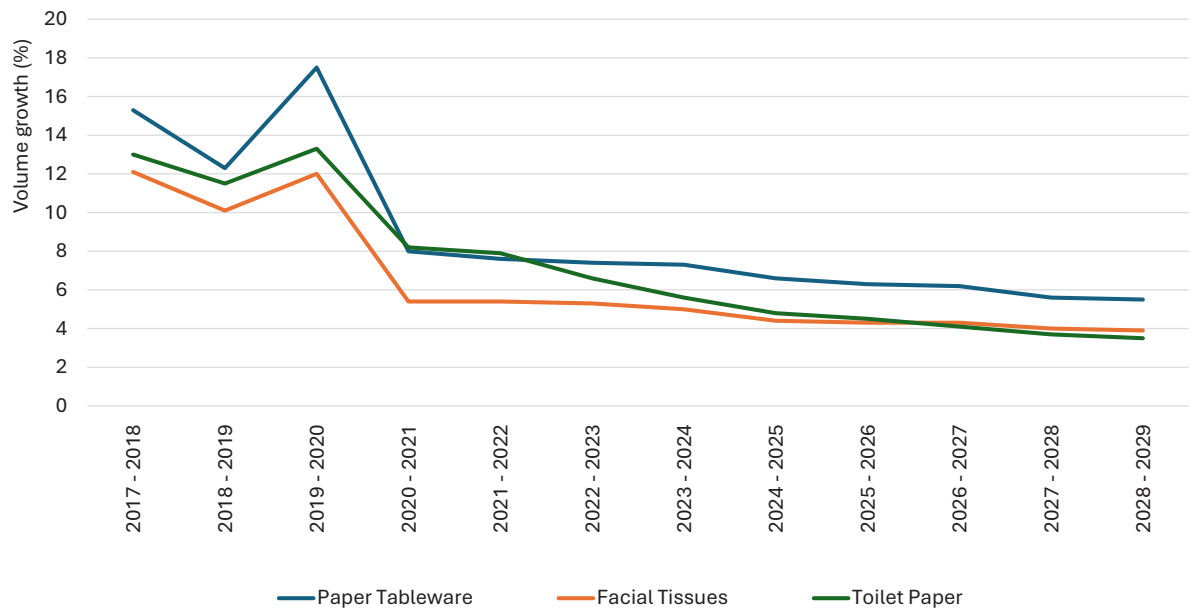
Value sales of retail tissue rose strongly in Vietnam in 2024, driven by higher incomes and improved living standards. Consumers are increasingly choosing specialised products for specific purposes, such as facial tissues, napkins, and so on. However, in rural areas many Vietnamese still rely on toilet paper for all uses due to its affordability. This trend is gradually changing as awareness of specialised

Vietnam: Retail vs Away-from-home tissue volume growth, 2018-2029



Source: Euromonitor International Tissue and Hygiene Annual Research, published February 2025

Vietnam: Retail tissue volume growth by category, 2018-2029



Source: Euromonitor International Tissue and Hygiene Annual Research, published February 2025

products grows, supported by improved distribution and marketing efforts.

Toilet paper remained the largest category within retail tissue in 2024, with sales rising robustly. Toilet paper is an essential product for every household for the purposes of maintaining basic hygiene standards, and in some rural areas is often used as a substitute for other tissue and paper types. Many consumers in Vietnam prefer toilet paper over other tissue products thanks to its affordability, widespread availability and versatility for various household uses. Further, toilet paper is commonly sold in bulk, making it a cost-effective option for standard families.

Napkins recorded the fastest growth within overall retail tissue in 2024. Its robust performance was driven by heightened consumer awareness about the importance of using specialised tissues for dining purposes. As consumers increasingly prioritise hygiene and convenience during meals, they are shifting towards napkins designed specifically for use when eating and drinking.

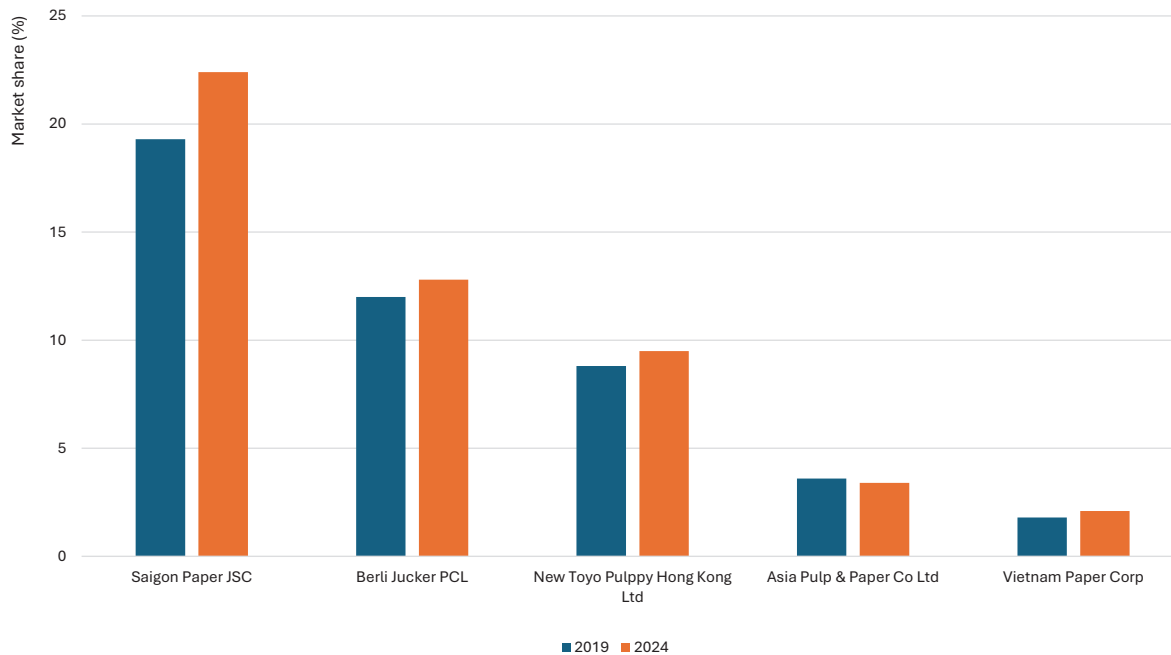
In addition to changing consumer behaviour, brands and retailers played a pivotal role in boosting category sales through strategic marketing efforts throughout the year. Promotional campaigns, such as buy-two-get-one free offers, for example, have helped attract cost-conscious shoppers, while discounts and bulk-purchase deals further encourage repeat purchases. Some brands are also invested in educational campaigns to

highlight the benefits of using napkins over general purpose tissues, reinforcing their relevance in everyday dining scenarios.

Facial tissues also recorded strong growth in 2024, resulting from the products' versatility and soft, skin-safe properties, making them a preferred alternative for various uses. Brands have boosted sales through discounts, bundle offers and promotions, while claims of hypoallergenic

**In addition to changing consumer behaviour, brands and retailers played a pivotal role in boosting category sales through strategic marketing efforts throughout the year.**

Vietnam: leading players, retail tissue, 2019/2024



Source: Euromonitor International Tissue and Hygiene Annual Research, published February 2025

and eco-friendly benefits further appeal to increasingly health-conscious and environmentally aware consumers.

With economic activity in Vietnam increasing some consumers have seen an increase in their disposable income with this having an influence on their purchasing decisions. As a result, some consumers are actively seeking premium retail tissue products and are willing and able to pay extra for them. There is a big gap in quality between mid – and high-priced retail tissue products, with higher-priced products typically being stronger and more absorbent. Premium products also often boast other claims, such as being softer on skin or having moisturising properties.

### SMALL LOCAL GROCERS STILL LEAD DISTRIBUTION DESPITE DECLINING SHARE

In 2024, small local grocers remained the leading distribution channel for retail tissue, holding a sizeable share of retail value sales thanks to these shops’ wide presence and to well-entrenched consumer habits. However, the channel’s share has been steadily declining over the years as Vietnamese consumers increasingly shift towards modern retail channels that offer better product quality and a wider variety of brands. Further decline was seen in 2024, reflecting this downward trend.

Supermarkets and hypermarkets were among the most dynamic retail channels during the year (after e-commerce) with each gaining share. This

success was driven by their diverse product and brand offerings, coupled with extensive promotional programs from both manufacturers and retailers. Supermarkets and hypermarkets also gained greater consumer trust by ensuring product authenticity – especially in the case essential goods. In addition, their recent expansion into rural areas has significantly boosted accessibility and attracted a broader customer base, in a trend likely to continue during the forecast period.

While the e-commerce channel accounts for a comparatively small share of value sales in retail tissue, it is recording double-digit growth, thanks largely to viral TikTok videos promoting imported retail tissue products from Thailand and China. These products are often sold in attractive 10-12 pack combinations at competitive prices. However, the channel still lacks significant participation from local players on e-commerce platforms, presenting untapped potential for domestic brands.

### AFH TISSUE AND HYGIENE – KEY DATA FINDINGS

- Value sales msp grow by 6% in current terms in 2024 to VND720bn
- Sales msp are set to rise at a current value CAGR of 10% (2024 constant value CAGR of 6%) over the forecast period to VND1.1tn.

## AFH TISSUE RECORDS ROBUST RISES IN 2024

Value sales of AfH rose in 2024, driven by steady economic growth that supports dining out and outdoor activities among both locals and tourists. AfH toilet paper tissues remained the largest category, gaining further ground in 2024. This growth was mainly due to increased government investments in public restrooms and improvements at popular tourist spots. The Vietnam government is prioritising sustainable growth by investing in the construction of new and improved public restrooms in popular areas, enhancing infrastructure, supporting tourism, and promoting better hygiene standards. Meanwhile, toilet-finding mobile applications are more popular, making public facilities more accessible to a broader range of people. These efforts have significantly improved convenience and hygiene in Vietnam, contributing to rising demand for AfH tissue. As more people travel and spend more time in public places, there is a higher demand for quality toilet paper in these areas. The focus on cleanliness and hygiene, especially in busy locations, has also contributed to the growth of this category.

To serve the needs of the growing number of inbound tourists the government and the tourism authorities are determined to increase the standards of hospitality and foodservice. Tourism activities helped fuel demand for AfH tableware and toilet paper in 2024, and also AfH wipers in foodservice outlets, with there being a growing focus on the need to present a clean and hygienic image to attract diners. While traditional foodservice outlets normally offer napkins, upper-mid to high-end restaurants prefer to offer their customers wipes. This reflects a desire to present higher hygiene standards for consumers, while some establishments use branding on the packaging of the wipes to help improve their brand image. AfH boxed facial tissues, meanwhile, also recorded robust growth during the year, leading in terms of volume sales growth in 2024. Growth was largely thanks to its products' gentle and soft texture and versatile use as napkins in restaurants. AfH napkins, meanwhile, led growth in current value terms.

## EXPANSION INTO RURAL AREAS HOLDS PROMISE FOR SMALL LOCAL PLAYERS

Local or unbranded category products tend to focus on catering to the AfH market in rural areas, which comprises a highly fragmented array of local restaurants, cafes, and wet markets. These businesses are typically highly price sensitive, providing opportunities for smaller and local brands that can provide competitive pricing for bulk orders. Such local players also have superior knowledge

and contacts for achieving successful distribution into rural areas, a task that has been challenging for larger companies – especially those located outside of Vietnam.

## EXPANDING HEALTHCARE FACILITIES SUPPORT SALES

Value sales of AfH adult incontinence products in Vietnam increased in 2024. The country has seen a rise in the number of healthcare facilities, such as nursing homes or hospitals that cater to an ageing population and those in need of specialised care. Growing awareness of the importance of hygiene and comfort in public and healthcare settings has also contributed to the increased demand for high-quality incontinence products. Public health concerns and the importance of proper hygiene to prevent the spread of germs has become critical for restaurants, coffee shops and especially hospitals. Consumers have raised their expectations for AfH tissue and hygiene, especially since the pandemic, with people being more discerning regarding the quality of the products on offer.

Some consumers also provide feedback, criticisms and recommendations on social media which is helping to raise awareness while also putting pressure on these locations to improve their offering of AfH tissue and hygiene products. Additionally, brands are strengthening their collaborations with hospitals to boost consumer awareness and promote usage in healthcare facilities, further driving growth.

**Local or unbranded category products tend to focus on catering to the AfH market in rural areas, which comprises a highly fragmented array of local restaurants, cafes, and wet markets.**

# SAIGON PAPER CORPORATION INNOVATES TO STAY AHEAD AS VIETNAM'S MANUFACTURERS EXPECT A BOOM



The market leader's links to Disney have added to its prestige. TWM Senior Editor Helen Morris spoke to Ken Kimura, Chief Operations Officer.

## “Bless you. À la vie!” (“To life”, or, “for life!”)

**E**stablished in 1997, Saigon Paper Corporation's memorable and high-end 'Bless You' brand and its premier segment 'Saigon' brand have helped the business take the leading position in Vietnam's tissue market.

TWM first visited the company's impressive My Xuan A Industrial Park-based facility, a 40km drive east from Ho Chi Minh City, in 2016. The in-depth interview with the company's Founder and Chief Executive, Cao Tien Vi, detailed the recently completed paper mill expansion, built to capture Vietnam's growing paper demand. At that time, per capita consumption of tissue was just 1kg – compared to the world average of 4.2kg. Revenues were forecasted to increase by 260% over the next five years.

Mr. Tien Vi had said the quality of the company's products was “a competitive advantage”: “We are actively growing our export customer base, and Saigon Paper's products are expanding in to? Asia, Europe, and American. We are confident to conquer new markets.”

Shortly after that Saigon Paper has been acquired by Japan's Sojitz Corporation in June 2018. Now in June 2025, and speaking in excellent English over a Teams call, Ken Kimura, Chief Operation Officer at Saigon Paper Corporation discusses just how

successful that competitive advantage has been in the proceeding decade.

Born in Tokyo, and having spent a decade living in Long Island, New York as a child, Kimura moved into the tissue industry in 2021 – “during the middle of Covid” – when he moved to Ho Chi Minh City to work at Saigon Paper. At his first role at a paper mill, he started his career in charge of sales in the domestic market, having been working on brands and product developments. The move, he says, was “quite easy to adapt to.” “Japanese people have a lot of things in common with the culture of Vietnam. I just miss the four seasons!”

Kimura is keen to emphasise how the tissue market has matured since TWM's visit in 2016. Up from 1.0kg per capita per person in 2016, he estimates that per capita consumption is now around 2 – 2.5kg per person: “Consumption here has certainly increased, it has become more of a habit for people,” he says. “But it's still very selective where across Vietnam it has developed. In rural areas, for example, people are still not used to using these products. But in the cities, it's very common, and their lifestyle is becoming increasingly sophisticated.”

The use of virgin pulp tissue is more common in Northern Vietnam, whereas the Southern area are more familiar with using recycled tissue: “Consumption in the cities is not much different between Hanoi and Ho Chi Minh City, but one



**Pictured above and below:** Saigon Paper has signed a licensing agreement with the 101-year-old Disney, and the result has been a range of collectable, fun tissue products

**The company's competitors are mainly Vietnam's domestic players, and while the business has seen some Chinese mills coming into the country, they're mainly in the carton board business.**

The company's competitors are mainly Vietnam's domestic players, and while the business has seen some Chinese mills coming into the country, they're mainly in the carton board business: "We see tissue products from China being imported, but I think they are more busy investing in their own lines in China."

Saigon Paper currently runs six tissue machines at its plant, supported by over 10 converting lines. Crucially, export has offered up a significant opportunity for the business. In 2016, the company was exporting 30% of its production, and now Kimura says that has increased: "It's consumer and industrial, and we manufacturer both private label and brands. For the export market, our main volume is in jumbo rolls, and we do also have some OEM/private labels that we make up to toilet paper and towels and then export it as finished goods. In the domestic market we are 100% finished products, we sell our own brand, and we don't have much private labels."

As of June 2025 however, the elephant in the room is President Donald Trump: "With regards to our exports, the downturn right now is the US tariff issue," he says. "Vietnam is an exporting country. Until April 2025, the tariff for exporting to America was 0%, but now it's 10%, and as of July 2025 this could even increase further to 46%. We haven't been hit with it yet, our country is still negotiating, and we haven't had a decision on what's going to be applied from July. Everyone is waiting. Fingers crossed!"

Another difficulty for the export market is the differences between pulp varieties. He says the price of virgin pulp is dropping: "It's not difficult from a sourcing issue, it's more the drop of virgin pulp affecting our recycled tissue products. The buyers are saying they can buy it at this price, and recycled at this price... But they are two completely different products. That's the largest difficulty we have in the export markets."

Within the domestic Vietnamese market, Kimura explains that during the Covid years, as with many countries around the world, the AfH market disappeared: "The street food scene here, you will have seen in 2016 that they are plentiful. They are very popular with locals and tourists. Vietnam has a very strong AfH market. But the street food stalls completely collapsed under Covid."

Now in 2025, he adds, the AfH scene has bounced back. "It has come back, and also we have seen changes following the Vietnamese government's crackdown on drinking and driving in Vietnam. Recently we've seen the government implementing stricter laws against drinking and driving. They've stepped down on this and enforced those regulations. From our side, this

thing we have seen over the years is that many mills from China were coming in the North. Since your visit in 2016, Saigon Paper has been one of the largest tissue mill here in Vietnam, and we have been actively cultivating the domestic market."

With changes in the domestic café and restaurant culture in Vietnam, Kimura sees potential for that 2 – 2.5kg per capita consumption to increase substantially: "It has strong potential, and the statistics do show higher volume. The correlation between per capita and GDP, or per capita income, and consumption of tissue, has a strong correlation. So, statistically speaking, areas of Vietnam should be reaching 6 or 8kg per capita. I do expect the domestic market to grow and develop, we are seeing changes in lifestyles, changing habits."

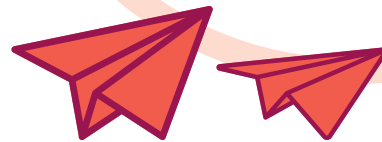
Vietnam's tissue manufacturers certainly seem to have anticipated a tissue boom. TWM's Projects Survey – published in April 2025 noted that Shunfa Paper had plans to start-up two Baosuo-supplied TM at its site in Ninhbinh in 2025, Xuong Giang had started-up an Andritz-supplied line in 2024, and Xuan Mai Paper had also started up an Andritz-supplied TM in 2024.

Kimura notes that its competitors remain "quite aggressive" in making machinery investments. Does Saigon Paper have plans in the next year or two to increase its current 35,000tpy of tissue capacity? "There is nothing definite yet, but we do see an increase in tissue demand from our customers. So yes, we are looking forward to finding new opportunities."

has meant that the food and beverage restaurants are having quite a difficult time right now as less people are sitting and drinking outside.”

An upside to this has been a boost to the country’s coffee culture: “On the other hand, coffee shops – which are everywhere – continue to increase and increase. A lot of coffee chains are starting-up and developing their brand. As a result, we are seeing a lot of very sophisticated coffee shops, even just over the last three years. These new branded coffee shops are trying to sell the atmosphere of the coffee shop itself, rather than just a coffee. So, in cities, we are seeing that consumers are getting increasingly sophisticated, and interested in those value-added environments. We are also seeing a lot of foreigners coming in and they are changing and developing the country’s tissue and towel habits.”

**Coffee shops – which are everywhere – continue to increase and increase. A lot of coffee chains are starting-up and developing their brand.**



**We try to have communication with the customers, try to give them insights into what the next trends might be. This is where we can differentiate ourselves from other mills.**

label for the supermarkets. This sector has really started growing.”

With a strong domestic market, and with tissue companies across Vietnam investing in new capacity, what is the company’s strategy to differentiate itself from the competition?

“Yes, the market here will become more crowded – a lot of Vietnamese companies are now investing in tissue, and we will see several investments coming up in a year or two. Our solution to that is that we try to differentiate ourselves and enforce our service and encourage our sales team to be close with our customers so we can understand how best to support them. In case of export, we try to learn what their real demand is, whether they’re converters or traders, they also need to know about the consumers. It is fortunate that we are strong in the domestic market here in Vietnam, so we try to have communication with the customers, try to give them insights into what the next trends might be. This is where we can differentiate ourselves from other mills.”

Product innovation continues to be key. In 2023, Kimura signed a licencing agreement with Disney, and the result has been a range of collectable, fun tissue products that help to encourage their early adoption in the next generation of young adults: “Our brand is already over 20 years old, so by collaborating with Disney, I have tried to attract more consumers at younger age, and have

Supermarkets have also “substantially developed” over the years, he adds: “Compared to when you were last here in 2016, the supermarkets have certainly developed significantly, and many of our competitors have started production of private

**Bless you. À la vie (“To life”, or, “for life”):** Saigon Paper’s high-end ‘Bless you’ branded products



them recognise our brand. Collaborating with the 101-year-old Disney brand made sense, and by working with Disney we are also hopeful that this will increase our reliability with other buyers. They have a very strict code of conduct and audits, so partnering with them showcases our quality as a manufacturer of Disney products.”

A commitment to environmentally-friendly products is also growing in Vietnam. Over the past decade, the Vietnamese government has toughened its environmental regulations, with the target of zero emissions by 2050. Companies have had to either invest heavily to upgrade their production facilities, or shut down their businesses. Saigon Paper has been one of the companies that has had the brands and scale to react and comply with the regulatory standards. Saigon Paper has built its own wastepaper collection and purchasing system. Its EIMCO wastewater treatment system is one of the largest and most advanced wastewater treatment systems among paper manufacturers in Vietnam.

Kimura adds the company has FSC certification, and tries to maintain the sustainability of its raw materials: “Environmentally, the consumer and also the government in Vietnam are very keen on the environment. Our mill, for example, is mostly using biomass to heat up our boilers. From next year we’re trying to change it to 100% biomass, so we can drastically reduce greenhouse gases.

“With the government targeting zero emissions by 2050, as an individual company we have the target to reduce 35% of our emissions by 2030. We are following the roadmap to achieve this and make the whole supply chain more efficient. Most of the mills in Vietnam I believe are still running 100% coal, so we are one step ahead of that right now and we are trying to go one step further. I hope this continues to become increasingly important for our customers, to prioritise environmentally-friendly products and production processes. Then they will see we are the better choice, for life!”



**A strong presence in the domestic market:** Saigon Paper currently runs six tissue machines at its plant, supported by over 10 converting lines

# ENHANCING RECYCLED TISSUE AND TOWEL PRODUCTION WITH A NOVEL AMPHOTERIC POLYMER

By Kemira's Vladimir Grigoriev, Head of Application Excellence, Packaging & Hygiene Solutions, Americas, and Jennifer Riser, Principal Scientist, Product Development, Packaging & Hygiene Solutions, Americas



**A**s tissue manufacturers increasingly rely on recycled fibre, the production and operational issues related to degradation of fibre quality and the presence of troublesome hydrophobic contaminants, known as stickies, are increasing. These issues lead to operational inefficiencies, sheet defects, and converting breaks. Traditional chemical approaches to tackle the challenges require multiple component additions. This article explores a novel amphoteric polymer technology that delivers dual functionality – combining superior fines and colloidal retention with effective stickies control in a single solution, boosting productivity and quality outcomes.

## CHALLENGES WITH RECYCLED TISSUE MANUFACTURING

The tissue industry's push toward higher recycled content and reduced freshwater consumption brings sustainability benefits but also intensifies operational challenges. Successfully addressing challenges related to furnish quality deterioration and the agglomeration of hydrophobic contaminants, i.e. stickies, is now critical for maintaining both production efficiency and quality.

The degradation of fibre quality leads to a multitude of interconnected problems. The weakened and shortened fibres in recycled furnish lead to poor retention performance and reduced strength properties. Recycled tissue and towel processes often suffer from excessive

dust generation, e.g. during converting operations, which can affect product quality and pose operational risks and health and safety hazards.

An even greater challenge facing recycled tissue production is the management of stickies. These accumulated hydrophobic particles, originating from recycled sources, e.g. from the adhesives, coatings, and inks used in the original paper products, create multiple production headaches. Stickies cause machine deposits and sheet defects, damaging operational efficiency and product quality. Converting efficiency can also suffer as stickies-related breaks increase.

## LIMITATIONS OF CONVENTIONAL APPROACHES

Conventional solutions to these challenges typically involve multiple chemical additions, each targeting specific aspects of the problem. For fines retention and dewatering, mills traditionally rely on medium to high molecular weight (MW) polyacrylamides (PAMs): cationic PAMs for tissue grades and anionic PAMs for towel production. Towel processes require anionic PAMs as fibres are highly cationised from using wet strength resins. For bath tissue, positively charged cationic PAM works well. In addition, glyoxylated polyacrylamide (GPAM) is used for strength enhancement and dust control, a fundamental challenge in modern tissue manufacturing. Stickies control requires a

specific program involving chemicals for dispersion, passivation, and fixation, typically utilising high charged low MW polymers, such as polyamines.

Conventional retention aids are long-chain, linear polyacrylamides that are either cationically or anionically charged. These polymers operate through a bridging mechanism that requires polymer extension for effective flocculation, making them sensitive to process conditions. Additionally, this approach has another limitation: the risk of overflocculation, which is detrimental for tissue formation and strength.

### NOVEL AMPHOTERIC POLYMER TECHNOLOGY

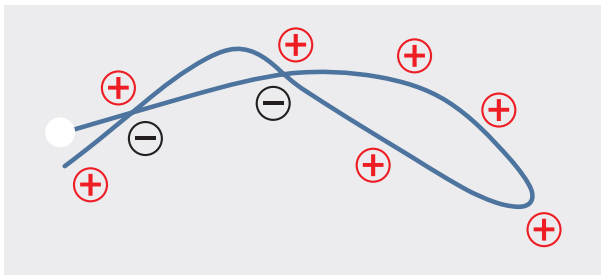
Kemira has developed a novel amphoteric polymer technology that fundamentally changes the approach to recycled tissue and towel production. This innovative chemistry combines positive and negative charges, creating unique interaction capabilities with both anionic and cationic substances and thus addressing multiple process issues simultaneously from fines retention to stickies control.

The novel polymer's efficiency stems from its ability to form three-dimensional structures under normal papermaking conditions – a mechanism of action that is not driven by polymer extension

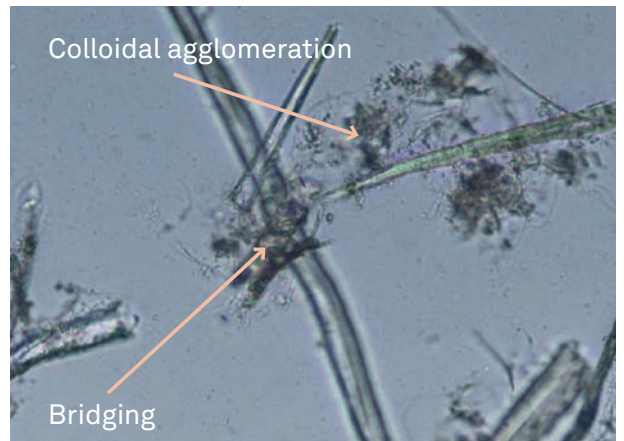
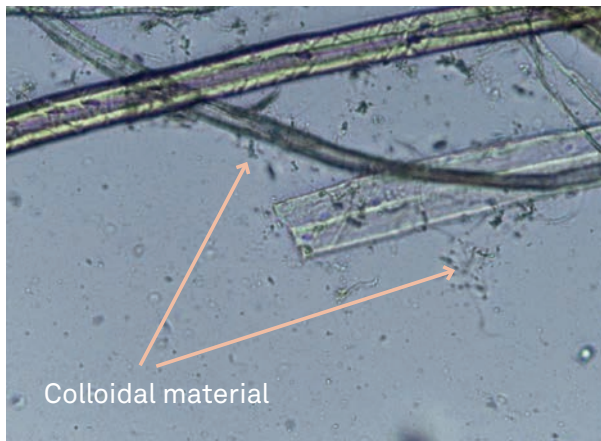
like in conventional retention polymers. Thus, the amphoteric polymer is capable of effectively interacting with anionic furnish components including fibers, fines, colloidal materials, CMC (carboxymethyl cellulose), and anionic functional promoters, as well as with cationic additives, such as PAE-based (polyamide-epichlorohydrin) wet strength resins, GPAM, and cationic starch.

This dual functionality makes the polymer uniquely suited for delivering superior performance particularly in recycled fibre systems, while the combination of anionic and cationic charges makes it suitable basically for any tissue or towel grade, with or without wet strength. Compared to conventional cationic PAMs, the amphoteric polymer has a substantially lower molecular weight and optimal balance between the MW and charge, which facilitates gentle fibre flocculation without adversely affecting formation, a critical issue for tissue. It improves fines retention, which helps to maintain or increase dry tensile strength while providing positive effects on press dewatering. The polymer can be applied to either thick stock or thin stock.

The amphoteric nature of the new polymer technology also ensures high performance in environments with elevated conductivity and alkalinity, which is beneficial for colloidal particle retention and stickies fixation in highly closed loop systems. Laboratory studies demonstrate the polymer's superior ability to manage colloidal materials and fines. While traditional cationic PAMs show only little evidence of binding colloidal particles, the amphoteric polymer facilitates significant agglomeration of colloidal materials, effectively adhering them to long fiber and fines, and simultaneously bridging fines and fibres (by microphotographs below). The enhanced colloidal management translates to improved machine runnability and increased production efficiency through improved retention and reduced deposition and process water contamination.



**Above:** Amphoteric polymer reacts with both anionic and cationic substances and forms a 3D-structure under normal papermaking conditions.



**Above:** Microphotographs of tissue furnish samples treated with Cationic PAM (left) and Amphoteric PAM (right). Amphoteric PAM demonstrates superior colloidal agglomeration, enhancing the retention of detrimental substances within the sheet and contributing to a cleaner wet end and improved machine runnability.

## THE MULTIPLE FUNCTIONALITIES OF AMPHOTERIC POLYMERS

<p><b>FIXATION</b></p> <ul style="list-style-type: none"> <li>• From low to medium MW</li> <li>• Both anionic and cationic</li> <li>• Cost effective</li> </ul>	<p><b>RETENTION AND DRAINAGE</b></p> <ul style="list-style-type: none"> <li>• Resistant to challenging wet end conditions</li> </ul>	<p><b>COLLOIDAL RETENTION</b></p> <ul style="list-style-type: none"> <li>• Interaction with both anionic furnish materials and cationic additives</li> </ul>
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### DUAL FUNCTIONALITY: ACHIEVING NEXT LEVEL IN RETENTION AND STICKIES CONTROL

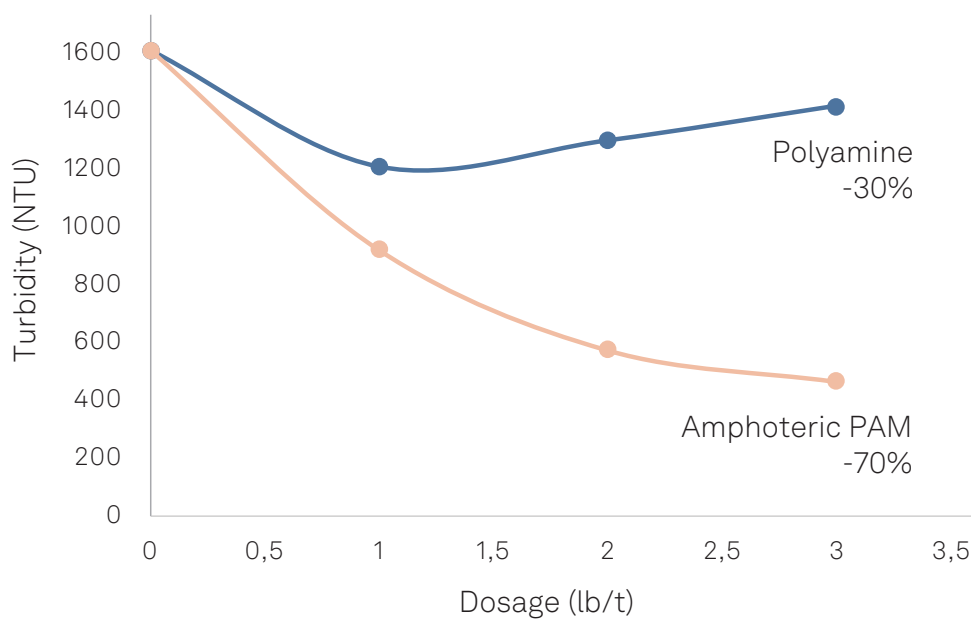
The polymer’s resistance to challenging wet-end conditions makes it particularly valuable in recycled systems where conductivity and pH fluctuations among other issues can compromise conventional polymer performance.

Studies show that in recycled towel and napkin furnishes, amphoteric PAM provides improved drainage performance compared to anionic PAM while maintaining retention levels. The technology shows particular promise when combined with either PAE or GPAM wet strength resin and silica. This patent-pending synergistic combination allows mills to further boost drainage and retention and achieve increased process efficiency.

Beyond the retention performance, the amphoteric polymer also excels as a stickies fixative,

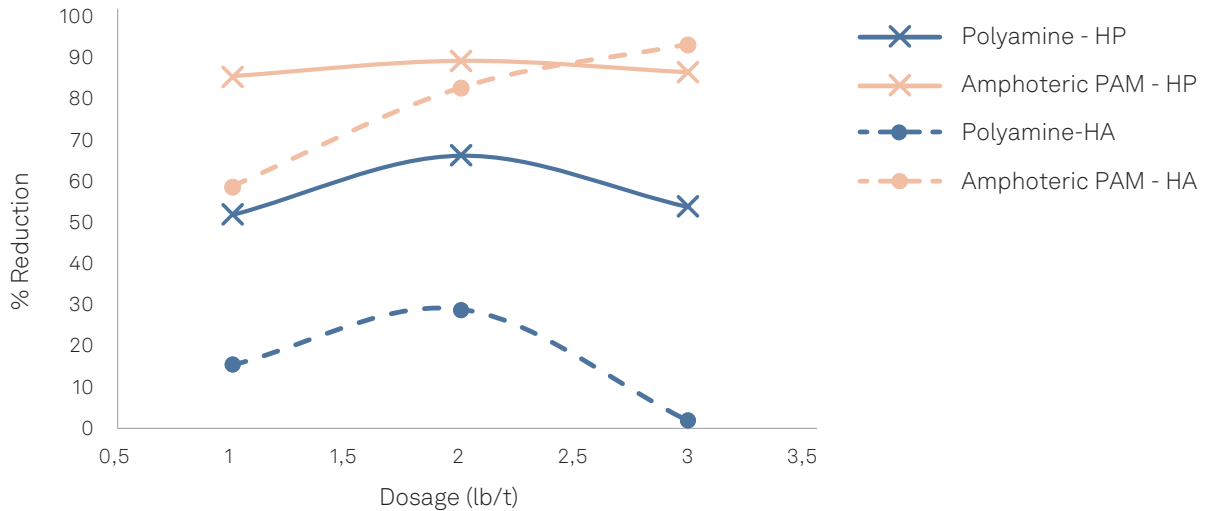
significantly outperforming traditional polyamine-based fixation agents. Studies indicate substantial improvements across multiple performance criteria.

In filtrate turbidity tests, which assess the overall retention effectiveness, the amphoteric PAM achieved a 70% reduction compared to just 30% with conventional polyamine fixatives (see graph below). For hydrophobic particle reduction, a key indicator for stickies removal efficiency, the amphoteric polymer delivered over a 90% reduction in problematic particles, versus 70% with a traditional polyamine. Similarly, in reducing hydrophobic agglomerates, the amphoteric PAM achieved more than a 90% reduction, while polyamine fixatives managed only around 30% (see graph, next page). Controlling the hydrophobic agglomerate population is crucial for avoiding deposit build-up, which can lead to production interruptions.



**Above:** Enhanced retention of fines and colloidal materials using amphoteric polyacrylamide (PAM) compared to conventional polyamine fixation. Greater turbidity reduction in the filtrate indicates more effective retention performance.

## HYDROPHOBIC PARTICLES (HP) AND HYDROPHOBIC AGGLOMERATES (HA) REDUCTION



**Above:** Superior stickies control for clean machine operations. Amphoteric PAM outperforms conventional polyamine in removing hydrophobic particles overall and, even more importantly, hydrophobic agglomerates. The hydrophobic particle populations were measured in filtrates using Kemira’s proprietary method, Kemira Flyto™, described earlier by A. Allen in “Disperse, detackify, fix, and monitor – four key steps to control stickies”, Tissue World Magazine, May/June 2024, Issue#3, pp. 37-40.

### SUCCESS STORY: IMPROVING PRODUCTIVITY AND CONVERTING EFFICIENCY IN THE PRODUCTION OF RECYCLED NAPKIN AND TOWEL

A North American AfH napkin and towel manufacturer operating a high-speed Fourdrinier machine was facing persistent challenges: sticky contaminants and frequent converting breaks that were limiting production efficiency. Additionally, low retention and drainage performance prevented the mill from reaching optimal machine speeds, constraining overall capacity. The furnish – comprising 80% old corrugated cardboard (OCC) and 20% mixed office waste (MOW) – was typical of high-recycled-content operations but presented significant processing demands.

To address these issues, Kemira introduced a novel amphoteric polymer at a dosage of 1.5 lb/ton. With its dual functionality, the polymer replaced the previously used GPAM dry strength resin, consolidating drainage enhancement and stickies control into a single, more effective solution.

The results were compelling:

- 20%-point increase in first pass retention
- 2.1% increase in machine speed
- 1.6% boost in production rate
- Improved energy efficiency through reduced refining power without compromising strength.
- Reduced dust formation, contributing to better machine cleanliness and improved working conditions for operators.
- Up to 70% reduction in downtime from stickies-related cleaning of forming fabrics and press equipment.

- 19% reduction in converting breaks, directly enhancing converting efficiency.

### CONCLUSIONS

As the tissue and towel industry increasingly incorporates recycled content, the need for advanced chemistry solutions becomes critical to sustaining operational excellence. Amphoteric polymer technology marks a significant step forward in this space. Its dual affinity for both anionic and cationic substances makes it uniquely effective in the complex environments of recycled furnish systems.

By simultaneously addressing retention and stickies control through a single, targeted chemical addition, amphoteric PAM outperforms traditional retention aids and fixation agents. Case studies highlight its ability to resolve multiple production challenges simultaneously, positioning it as a pivotal enabler in recycled tissue manufacturing.

The benefits are clear: enhanced dewatering, retention and stickies fixation improve machine productivity, while effective stickies control boosts converting efficiency. For mills aiming to optimise recycled grade operations, this technology offers a compelling path to greater efficiency, reliability, and performance.

### ACKNOWLEDGEMENTS

We gratefully acknowledge the contributions of Lucyna Pawlowska and Michael Wallace to data generation, analysis, visualisation, and insightful discussions.

# BAROMETER ISSUE: SPECIAL FEATURE

In 2024, TWM interviewed tissue mill executives in Latin America, India, Indonesia, the United Kingdom, Africa, and Türkiye for Country Reports. One year on, we revisit a selection of the leading companies to assess their progress.



**An international tissue and professional products company:** In June 2025, Suzano entered a \$3.4bn agreement with Kimberly-Clark to form a joint venture

## **BRAZIL**

**“This new company brings together two global players that are leaders in their respective markets.”**

In January 2024, TWM’s headline for our interview with Leonardo Grimaldi, Suzano’s Head of Global Pulp Sales, Marketing and Logistics, was: “The Latin American pulp giant emerging as a major force in tissue.”

Now in June 2025, a new joint venture has confirmed that assessment. Suzano entered a \$3.4bn agreement with Kimberly-Clark to form a joint venture, creating an international tissue and professional products company. It will focus on the manufacture, marketing and distribution of consumer and professional tissue products,

including toilet paper, napkins, paper towels and facial tissues in over 70 countries.

Kimberly-Clark will own a 49% interest in the new venture, which will include all the assets of its International Family Care and Professional business, and Suzano will own 51%. This includes 22 manufacturing facilities, approximately 9,000 employees, and marketing and selling regional and global brands such as Kleenex, Scott and WypAll.

At the time, Beto Abreu, Suzano Chief Executive, said: “This new company brings together two global players that are leaders in their respective markets, with complementary capabilities

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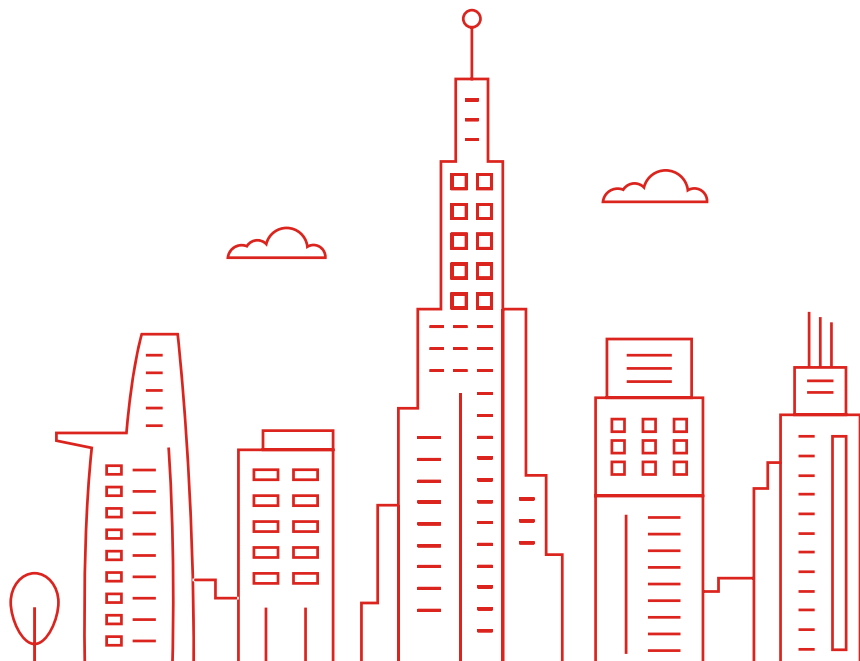
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that combine Suzano's industrial expertise and operational management efficiency with Kimberly-Clark's know-how in brand management, marketing and commercialisation of both regional and global brands, as well as its extensive experience in managing operations across multiple regions worldwide.

The move follows Suzano's 2023 acquisition of Kimberly-Clark's Brazilian tissue assets and brands.

The company is also in the process of building a R\$650m tissue paper mill at its site in Aracruz in the state of Espírito Santo, which will add 60,000 tonnes of annual capacity to the company's Consumer Goods Business Unit.

## AFRICA

### Machinery increases to cope with rising demands

In June 2024, TWM interviewed Belkacem Becharef, Africaine Paper Mills (APM) General Manager, for the Africa Country Report.

APM is now a leading manufacturer of tissue paper jumbo rolls across the Middle East and North African (MENA) region. Its 50,000m<sup>2</sup> Rouïba plant is located 22 kilometres in the eastern suburbs of Algiers and within Algeria's 2,381,741km<sup>2</sup> – the largest land mass in Africa.

At the time of the interview, the company was enjoying "a new oxygen" for its products, with Algeria attracting a lot of trade because of the country's low costs base. It had moved into tissue production in 2019 when it started up its first tissue machine, an Andritz-supplied PrimeLineCOMPACT TM. Investment in tissue was key to its growth, and in May 2024 the company further boosted its production capacity across the MENA tissue market after investing in a Toscotec-supplied rewinder line. Start-up of the OPTIMA 1800 slitter came on stream in the fourth quarter of 2024, processing 2,800mm width parent reels using two unwind stands.

With growth in the local and regional tissue markets, Becharef had said that when the business had finished its PM2 project, it may also come back to converting, or look at investing in a second tissue line.

Now in June 2025, and the company has developed further by installing a new dust removal for its Valmet rewinder, which collects the dust from the sheet. "Due to this new rewinder, our orders for one ply tissue have increased, with our production increasing around 15% when compared to the last two to three years," Becharef says. "We have also reached the machine's manufacturing target of 30,000 ton per year."

Recently, Belkacem says the local market has been growing even more than previously, to the extent

It will start up a Valmet-supplied complete tissue paper making line, tissue converting equipment and a biomass boiler, and the investment is in response to an increase in demand by Brazilian consumers for high-quality tissue products, and start-up is scheduled for the first quarter of 2026.

The scope of supply includes a complete tissue production line including Advantage DCT 200 tissue machine with OptiFlo headbox and Yankee cylinder with an annual production capacity of 60,000 tons, and that the tissue making line and converting lines are optimised to save energy. The value of the total order will not be disclosed, but is expected to be around €100m.



**Production boost:** Africaine Paper Mills (APM) General Manager Belkacem Becharef confirms plans for a new TM with a capacity of 30,000tpy

that the business is not able to satisfy its customers' orders. "For that we decided to bring another line to confirm our presence in the market," he says.

The plan for the rest of 2025 and into 2026 is to install one new boiler of around 10/12 ton per hour – and a new tissue machine with a capacity of 30,000 ton per year.

**INDIA****Jani Sales: “Full steam ahead” as PM2 reaches full capacity and India’s tissue market strengthens**

TWM interviewed Jani Sales’ Director Abiali Jani in December 2024, for the magazine’s India Country Report. The Sarigam-headquartered, family-run company – led by Saifee Jani and his sons Abiali, Abizer and Abilfazel – had most recently further expanded its tissue production capacity at its Sarigam mill to 18,000tpy, after starting up a Baosuo-supplied tissue machine in October 2024.

Jani had said the local Indian market was “looking very promising”, with a “consistent growth trajectory – the tissue industry in India is growing in double digits, driven by factors such as changing buying patterns and the growing influence of the younger population.”

Over the next decade, India’s tissue paper market is projected to experience substantial growth, with a compound annual growth rate (CAGR) exceeding 12% during the forecast period. Growth that is primarily driven by the growing demand from institutional consumers such as hotels, restaurants, and hospitals, he had said.

Now in June 2025, and Jani says it is “full steam ahead” as PM2 reaches full capacity and India’s tissue market strengthens. The company has made significant strides in both operational capacity and market presence: most notably, development has been the successful ramp-up of PM2 at the Sarigam mill, which has now reached full capacity. The machine is designed for 100% virgin pulp-based tissue production, and the business says it has proven to be a strategic asset, and a testament to its commitment to innovation, sustainability, and quality.

PM2 has boosted the group’s total capacity to 53,000 tonnes per year, and also solidified Jani Sales’ position as a major player in the Indian tissue industry: “The ramp up was completed ahead of schedule, and the machine is now consistently producing high-quality tissue that meets both domestic and export standards,” the company said.

The growth has been organic and deliberate: “We’ve never rushed into expansion for the sake of numbers. PM2 has been a game-changer for us, and it reflects our belief in calculated, quality-focused growth.”

On the broader market front, the Indian tissue sector continues to display robust growth. Domestic demand remains strong, buoyed by increasing hygiene

awareness and urbanisation. Internationally, with the United States imposing tariffs on several competing regions and India potentially finalising a trade agreement with the US, Indian tissue exporters are finding more open doors abroad.

“India is emerging as a key alternative for tissue supply, particularly to markets like the U.S. that are looking for quality products from stable trade partners,” the company says. “This is an opportunity we are closely monitoring.”

Looking ahead to the rest of 2025 and into 2026, Jani Sales says it is maintaining its disciplined approach to growth. While no immediate announcements on new machinery have been made, various options to expand capacity and enhance efficiency are under consideration.

“Our core strategy is simple organic growth with an uncompromising focus on quality,” the company said. “We’re reviewing multiple aspects of the market to determine how best to position ourselves for the future. Whether it’s new machinery, process optimization, or deeper export penetration, we’re prepared to make the right investments at the right time.”

As the global tissue industry continues to evolve, Jani Sales remains steadfast in its mission to be India’s leading name in high-quality tissue production. With PM2 operating at full capacity and strategic evaluations underway, the company is well-positioned for its next chapter of sustainable growth.



**Family-run Jani Sales:** (L-r) Abizer Jani, Saifee Jani, Abiali Jani, Abil Fazal Jani

# TARIFFS HAVE STALLED THE RISE OF BAMBOO TISSUE IN NORTH AMERICA ... WILL IT RISE AGAIN?



The “countless brands” across e-commerce and on the shelves of major US groceries and pharmacies have mostly vanished. Industry analyst Greg Grishchenko explains the benefits and challenges facing this “marvellous grass.”

In my TWM article four years ago about the status and likely future of bamboo tissue in the North American consumer market I was far from enthusiastic and claimed that it “will remain in a niche within 10% imported bath tissue commodities coming to the US every year.” I was wrong.

Certainly, there were sensible reasons behind the assessment. At that time bamboo toilet paper and paper towels, both in bleached and unbleached variety, were mostly sold online, apart from a relatively short retail presence at one of the major US-based drugstore chains.

Also, after the end of the first Donald Trump presidency, the United States was getting into toilet paper shortages caused by the Covid-19 pandemic and going back to a “green” agenda by returning to the Kyoto Protocol, aimed at reducing carbon dioxide emission into the atmosphere and slowing down global warming.

The change has been dramatic. Today countless brands of bath tissue, kitchen towels and napkins made of bamboo have increased their presence not only in e-commerce but on the shelves at major groceries and pharmacies.

Indeed, one of the most popular bamboo tissue brands, Caboo, is being sold in the US based supermarkets at Meijer, Wegmans, Safeway, Hannaford, Big Y and IGA grocery chains, Whole Foods, Akin's, Natural Grocers and New Seasons Market natural food chains. In Canada, Vancouver-based Caboo is on sale at Sobeys grocery chains and

London Drugs pharmacies. The toilet paper brand Bim Bam Boo – which claims of being “designed in Minneapolis, Minnesota and responsibly made in China” – is offered in American supermarket chains Walmart, Target, and Whole Foods.

## SOURCE DEVELOPMENT

Bathroom tissue is just one of more than 10,000 sorts of bamboo products currently developed in China. Zeng Xiang Wei, Deputy Secretary-General of the Chinese Society of Forestry (CSF), recently declared China as the world's richest bamboo resource and the leader in utilising it, gaining the title “Kingdom of Bamboo.”

All claims listed on packaging labels of bamboo tissue household rolls for bathroom or kitchen are true. Biodegradability, sustainable sourcing, minimal processing, and hypoallergenic properties supported by eco-certifications create appeal to environmentally conscious consumers.

Bamboo is widely available in its origins across Southeast Asia, but only in China has this marvellous grass achieved not only economic grandness from food source to universal industrial applications, but also became a strong political tool for the Communist Party government. Every year the country's ruling body issues an “initiative” for the next three, five, ten or more years presenting plans, directions, and prospects on bamboo development to the public.

At least two the most important programmes should be stated. Since 1950s the Chinese government initiated and financially supported research and development of bamboo species resistant to cold climate. These attempts were quite successful. and led to expanding bamboo forests and plantations from the traditional bamboo-rich south provinces like Sichuan, Guangdong, Fujian, Guangxi, Zhejiang, Hunan, and Jiangxi to Northern China.

The most recent campaign was dedicated to the modern “green” trend to replace petroleum based plastic packaging and single-use consumer goods. It was no surprise the bamboo happened to be the best alternative.

When doing research for this article I was stunned to watch the recent video from CGTN (China Global Television Network) showing a process of making drinking straws (a plastic replacement) at one of the household farms on bamboo-rich South China. The worker laboriously drilled a hole in an eight-inch-long bamboo stick. He was doing it in a one-by-one sequence with a long and very thin drill. Once in a while he broke through a thin wall and quickly threw the unfinished straw to a pile of flaws bound for recycling. Bamboo processing not only effectively solved significant unemployment problems in remote rural areas but also created thousands of new product applications, especially when mixing bamboo stock with the other materials.

### COST DILEMMA

The growing development of bamboo resources has become a new phenomenon in the modern world. However, considering my almost forty years in tissue processing and converting, I see only one thing which is missing in bamboo tissue success – it is the Economy 101 (the name several colleges and universities use for their introductory undergraduate economics course, and also shorthand for the ideas at the heart of classical economics) for North America. The obvious downside of bamboo tissue products is shipping cost. The industrial process of making a bamboo toilet roll from pulper to rewinder is identical to the one for wooden fibre. Material, labour, and energy costs are at close vicinity, but transportation costs for very light and bulky stuff are immense.

My attempts to figure it out took quite some time going through varying freight rates from a number of shipping agents located mostly in Asia. The highest numbers of about \$0.30 to \$0.60 per roll came from KG Ocean using their rates per kilogram for a 150-gram toilet roll that was shipped six thousand miles from China to the west coast of the USA. The lowest numbers of about \$0.18 to \$0.24 for the same roll by TJ China Freight are based on the price of shipping a 20ft container with thirty-three cubic meter volume fitting 17,000 bath tissue rolls.

These days an American consumer can buy a premium white FSC-certified bath tissue in Costco

supermarkets for \$0.69 per roll (private label) and \$0.99 from top brand Charmin. The lowest price for bamboo toilet roll was \$1.25 in Whole Foods Market.

The purpose of the elementary calculation above is an attempt to find a business logic (such as profit, for example) in the fact that a consumer market for obviously disposable, inexpensive, and “green” household product is located about six thousand miles from its origin. Cost of transportation as a significant share of total product price and availability of competitive locally produced alternatives appear to be non-essential for many American shoppers. Indeed, as of 2019, just twenty US states out of fifty require some knowledge of geography for high school graduation, according to the Education Commission of the States.

### AFTERNOTE

According to the estimate based on Seair Exim Solutions shipping data, 32% of bamboo bathroom tissue out of 26,000 metric tons of toilet paper was imported from China to the US in 2023 (see chart).

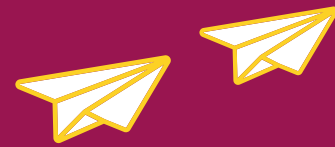
SD Analytics, a market information provider from India, predicted 16.2% annual growth of the global bamboo toilet paper market over the period from 2023 to 2030. This development will be rendered to equivalent results in bamboo tissue imports to the United States where its growing consumer base puts environmental concerns over frugality.

The initial duties of 10% on Chinese imports introduced by this Trump administration grew rapidly to 145% in just few weeks.

The current situation with China’s tariffs is still quite fluid with negotiations and temporary rate freezes. Unsurprisingly this situation quickly affected bamboo toilet paper shipments to the US market. By the end of April 2025 easily distinguished packages of bamboo toilet paper had mostly vanished from the shelves of US supermarkets and drug stores. This break in the supply chain might be a short-term event due to the absence of bamboo tissue converting facilities in the US – or more serious economic concerns.

The entire tariff event may slowdown the inflow of bamboo tissue products to an environmentally concerned North American consumer. The persistent enigma of a bamboo toilet roll keeps generating rhetorical but essential questions.

- Does the real profit margin for selling bamboo hygienic stuff lie only within the system of go-betweens in North America?
- Is it possible to compete with Chinese imports when the actual costs of things are always hidden?
- What will happen in the future to a strange crossover between Communism and Capitalism created in 1978 by the genius Chinese statesman, revolutionary, and political theorist Deng Xiaoping?



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Portugal has a strong manufacturing base, with a growing focus on sustainable forestry and paper production



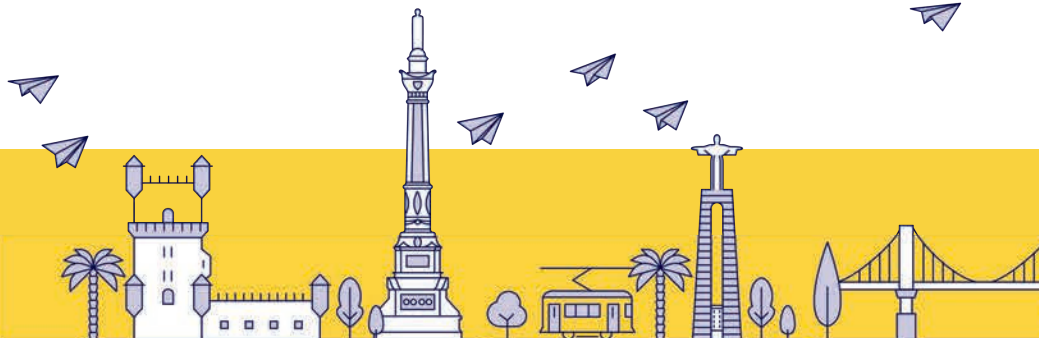
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The Portuguese paper sector is leading in circular economy initiatives, aligning with the industry's drive for efficiency and eco-conscious production



Official Magazine

**Tissue World** | Magazine

Organiser

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# YD-PL450SE Non-Stop Rewinding Line



Toilet roll, Kitchen towel, Maxi roll  
ALL IN ONE LINE



DISCOVER  
**TR:PLER**  
THE NEWEST  
EMBOSSING  
SOLUTION

WHEN **ITALIAN MASTERY**  
MEETS **CHINESE ATTITUDE**  
THE **EXTRAORDINARY**  
BECOMES **REAL**

## BaoSuo Enterprise Provide You The Turnkey Solution For Tissue Production



**Tissue Machine**



**Converting Machine**



**Packing Machine**