



MARKET SHARE REPORTER

**AN ANNUAL COMPILATION
OF REPORTED MARKET SHARE
DATA ON COMPANIES,
PRODUCTS, AND SERVICES**



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**Volume 1
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★ 1037 ★

Sanitary Paper Products
SIC: 2676; NAICS: 322291

Leading Tissue Makers in Europe

Market shares are shown in percent.

SCA	20.0%
Kimberly-Clark	16.0
Georgia-Pacific	13.0
Other	51.0

Source: "Consumer Tissue." [online] from <http://www.sca.se>
[Published April 3, 2006].

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Sanitary Paper Products
SIC: 2676; NAICS: 322291

Paper Industry in Japan, 1997, 2001 and 2005

Sales are in billions of yen. From 2005-2010, toilet paper retail sales are forecast to grow 5.4%, tissue and kitchen towels 3.2%. Paper tableware is expected to fall by 7.4%.

	1997	2001	2005
Toilet paper	¥ 187.8	¥ 180.0	¥ 180.0
Tissues	105.5	108.4	112.5
Kitchen towels	34.0	34.0	32.6
Paper tableware	2.4	2.2	2.0

Source: *Tissue World Magazine*, June - July 2006, p. NA, from Euromonitor.

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Sanitary Paper Products
SIC: 2676; NAICS: 322291

Paper Product Sales in Supermarkets, 2005

Products are ranked by supermarket sales in millions of dollars.

	(\$ mil.)	Share
Toilet tissue	\$ 2,705.11	36.56%
Paper towels	1,808.32	24.44
Disposable dishes	839.95	11.35
Facial tissue	748.11	10.11
Paper napkins	392.18	5.30
Pre-moistened towelettes	375.88	5.08
Disposable cups	347.84	4.70
Coffee filters, disposable	120.92	1.63
Baking cups and liners	40.52	0.55
Soda straws	20.49	0.28

Source: *Progressive Grocer*, September 15, 2006, p. 20, from 59th Annual Consumer Expenditures Study.

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Sanitary Paper Products
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Sanitary Paper Market in Japan, 2005

Total domestic was 1.76 million tons, an increase of 3.5%.

Daio Paper	14.8%
Oji Nepia	13.2
Crecia	10.3
Tokai Pulp & Paper	1.9
Kitakami Hitec Paper	0.5
Other	59.3

Source: "Market Share Survey." [online] from http://www.nni.nikkei.co.jp/AC/FEAT/market_share06/market_shar [Published October 20, 2006], p. NA, from Nikkei estimates.

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Sanitary Paper Products
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Top Moist Towelette Makers, 2005

Market shares are shown in percent. Figures exclude Wal-Mart and other large format retailers.

Kimberly-Clark	37.1%
Procter & Gamble	23.4
Playtex Products	7.6
Unilever	4.2
Other	27.7

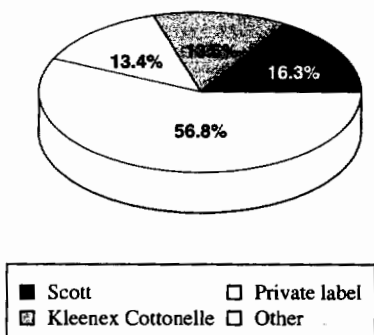
Source: *U.S. Personal Care and Household Products Digest*, February 24, 2006, p. 20, from ACNielsen.

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Toilet Paper

SIC: 2676; NAICS: 322291

Leading Toilet Tissue Brands, 2006



Market shares are shown based on sales at supermarkets, drug stores, and mass merchandisers (excluding Wal-Mart) for the 52 weeks ended April 16, 2006.

	(\$ mil.)	Share
Scott	\$ 558.1	16.3%
Kleenex Cottonelle	461.5	13.5
Private label	460.0	13.4
Other	1,944.0	56.8

Source: *Private Label Buyer*, June 2006, p. NA, from Information Resources Inc.

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Toilet Paper

SIC: 2676; NAICS: 322291

Toilet Paper Industry in the Middle East, 2000, 2003 and 2005

According to the source, Middle Eastern capacity will increase from 700,000 tons per year in 2005 to 1,064,000 tons per year in 2008. Figures do not include imports. Retail sales are in millions of dollars.

	2000	2003	2005
Israel	\$ 73.5	\$ 85.0	\$ 96.8
Iran	44.9	50.0	56.6
Saudi Arabia	30.2	31.7	33.0

Source: *Tissue World Magazine*, August/September 2006, p. NA, from *RISI's World Tissue Forecast*.

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Toilet Paper

SIC: 2676; NAICS: 322291

Top Toilet Tissue Brands, 2006

Market shares are shown based on sales at supermarkets, drug stores, and mass merchandisers (excluding Wal-Mart) for the 52 weeks ended January 28, 2007.

Scott	16.8%
Kleenex Cottonelle	12.1
Charmin Ultra	11.8
Charmin	11.7
Angel Soft	11.1
Quilted Northern	10.1
Quilted Northern Ultra	3.4
Private label	14.0
Other	9.0

Source: *Grocery Headquarters*, April 2007, p. 99, from Information Resources Inc.

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Toilet Paper

SIC: 2676; NAICS: 322291

Top Toilet Tissue Brands in the U.K.

Market shares are shown in percent.

Andrex	34.0%
Velvet	13.5
Charmin	6.0
Nouvelle	3.5
Private label	42.0
Other	1.0

Source: *Marketing*, October 4, 2006, p. 28, from Mintel.

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Toilet Paper

SIC: 2676; NAICS: 322291

Top Toilet Tissue Makers, 2006

Market shares are shown based on sales at supermarkets, drug stores, and mass merchandisers (excluding Wal-Mart) for the 52 weeks ended January 28, 2007.

Kimberly-Clark	32.0%
Georgia-Pacific	26.0
Procter & Gamble	25.8
Marcial Paper Mills	1.6
Private label	14.0
Other	0.6

Source: *Grocery Headquarters*, April 2007, p. 99, from Information Resources Inc.