

EUROPE’S TISSUE
INDUSTRY

Creating Value, Jobs and Hygiene
for a Sustainable Europe

The European Tissue Symposium (ETS) commissioned independent experts Steward Redqueen to assess the socioeconomic impact of Europe’s tissue industry and its products. The analysis reflects the collective performance of the European tissue sector rather than individual companies. It covers 42 countries across Europe, based primarily on 2024 data or the most recent figures available.



Tissue products are an essential part of daily life - used in homes, workplaces, restaurants, hospitals, and public spaces. Behind this everyday convenience lies a major European industry that generates billions in value, employment, and tax revenues while keeping most of its economic benefits within Europe.

Key
Headline
Figures

A Cornerstone of
Everyday Life and
the European
Economy

- **€36.6**
BILLION
in value added
- **8.2**
MILLION
tonnes of products produced
- **€16.4**
BILLION
in tax revenues
- **€19.7**
BILLION
in annual sales
- **421,100**
jobs supported



A Strong,
Local Value
Chain

Strength Built
on European
Partnerships

- *For every*
€1
spent,
€0.91
stays
in Europe
- **Upstream**
forestry, pulp, machinery, packaging, logistics, energy, recycling
- **€13.5**
BILLION
spent on European suppliers,
90%
local sourcing
- **Downstream**
retail, wholesalers, distributors

Each job in the industry supports
7 more across the value chain

The tissue industry is deeply rooted in Europe’s economy. Its extensive supplier and distribution networks sustain thousands of companies - ensuring that value creation and employment remain local and resilient.



Economic
Ripple Effect
by Sector

Fuelling Growth
Across Industries

SECTOR	VALUE ADDED	JOBS SUPPORTED
Trade (retail & wholesale)	€9.8 bn	155,200 jobs
Business services	€9 bn	72,100 jobs
Manufacturing	€3.6 bn	54,800 jobs
Transport	€1.6 bn	33,000 jobs
Forestry & agriculture	€2 bn	28,200 jobs

The tissue sector is a powerful growth multiplier stimulating demand and employment in over forty other industries, from forestry and logistics to marketing, finance, and energy.



HYGIENE AND SUSTAINABILITY

Delivering Everyday Benefits
for Europe



Contributing to a Sustainable Europe

Resource Efficient
and Responsible

- **Sustainable Sourcing**

Most fibres come from **FSC** or **PEFC certified** sustainable sources and paper for recycling.

- **Decarbonisation**

62%
of energy
from
renewables

95,7%
CHP efficiency

Carbon-neutral target 2050

- **Waste minimalisation**

Circular production ensures
92% of process water
reused;

Most waste streams
are recovered and **recycled**
within the process.

Production waste **transformed**
into biomass energy

By using renewable fibres, clean energy, and closed-loop water systems, the tissue industry contributes to the EU's climate and resource-efficiency objectives while maintaining essential everyday products for citizens.



Hygiene Benefits with Economic Gains

Clean Hands,
Healthy Economies

Please note that the initial results
and data are exploratory.

- **Paper towels**

reduce microbes by

51%
infection risk
49%

- **Air dryers**

increase microbes by

42%
infection risk
142%

- **Switching all EU public bathrooms to paper towels could:**

Prevent
9.8
million flu
infections annually

Increase EU GDP by
€1.47
BILLION through **higher productivity**
and **fewer sick days**

- **Switching to paper hand towels could save**

£56 in UK hospital costs
relating to Healthcare
MILLION Associated Infections (HCAI's).

Tissue paper plays a direct role in public health. Scientific evidence shows that proper hand drying with paper towels reduces infections translating into economic benefits through fewer sick days and lower healthcare costs.



Why This Matters for Europe

A Strategic, Sustainable,
and Socially Valuable
Industry

- **Resilient and locally sourced,**
strengthening value
creation and
employment across
Europe.

- **An essential partner**
for public health and
hygiene, improving

- **A sustainable sector**
aligned with the EU
Green Deal and
Bioeconomy Strategy

- **Tissue paper products**
from toilet paper and
kitchen roll through to
facial tissues and
paper towels - are a
staple in our society
used in homes, offices
and public spaces
across Europe

Europe's tissue industry combines industrial strength with social value ensuring that sustainable, hygienic, and affordable tissue products remain available to every household, workplace, and community.

