Europe's Tissue Industry Supports Millions of Jobs While Playing a Critical Role in Public Health, New Data Shows

New data highlights the sector's economic contribution and essential role in hygiene as policy debates intensify across Europe

BRUSSELS, 7 April 2026 As policymakers and industry leaders prepare to gather at Interclean 2026, new insights highlight the significant economic and societal contribution of Europe's tissue sector - an often overlooked but essential pillar of daily life, hygiene, and public health.

According to ETS' latest socioeconomic impact analysis, the tissue industry:

- **Supports over 421,000 jobs across Europe**, with employment extending far beyond manufacturing into retail, logistics, and services
- **Generates €19.7 billion in annual revenue**, highlighting the sector's role in Europe's industrial and economic ecosystem
- **Delivers 8.2 million tonnes of essential tissue products each year**, supporting hygiene in homes, healthcare, and public spaces
- **Plays a critical role in hygiene standards**, particularly in healthcare settings, public facilities, and high-traffic environments

At a time when Europe is navigating complex discussions around sustainability, public health, and industrial policy, these findings underscore the importance of a balanced, evidence-based approach to hygiene solutions.

*"Tissue products are a cornerstone of modern hygiene systems," said **Carlos Reinoso, Director General of the European Tissue Symposium (ETS).** As policymakers consider future regulations, it is essential to recognise both the economic contribution of our sector and the critical role tissue plays in protecting public health. Decisions must be grounded in science, lifecycle thinking, and real-world usage."*

The findings contribute to the broader sustainability debate by highlighting the importance of lifecycle thinking, hygiene performance, and practical implementation.

Meet ETS at Interclean 2026

ETS will be present at **Interclean 2026**, engaging with policymakers, industry stakeholders, and media to discuss the implications of the study for Europe's regulatory and sustainability landscape.

Journalists and attendees are invited to connect with ETS on-site to explore:

- The full socioeconomic impact of the tissue industry
- The role of tissue in maintaining hygiene and public health

- The importance of evidence-based policymaking in sustainability discussions

Media Opportunities

- On-site meetings with ETS representatives
- Access to key data and insights from the socioeconomic impact study
- Expert commentary on hygiene, sustainability, and regulatory developments

To arrange a meeting or interview, please contact:
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ABOUT ETS
The European Tissue Symposium (ETS) is the leading industry association representing tissue paper producers and national associations across Europe. ETS advocates for evidence-based policies that recognise the important role of tissue products in hygiene, health, and sustainable development. ETS members represent the majority of tissue paper producers in Europe and around 90% of total European tissue production. Founded in 1971, ETS is based in Brussels. For more information: **www.europeantissue.com**

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