

Global Next-gen Paper-based and Fiber-based Packaging Market Size Study & Forecast, by Material Source, Application, and Regional Forecasts 2025-2035

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Abstracts

The Global Next-gen Paper-based and Fiber-based Packaging Market is valued at approximately USD 366.5 billion in 2024 and is anticipated to grow at a steady CAGR of 3.50% over the forecast period 2025-2035. As industries collectively move toward more sustainable practices and consumers increasingly opt for eco-conscious brands, the demand for innovative, biodegradable, and recyclable packaging solutions has gained significant traction. Next-gen paper and fiber-based packaging has emerged as a disruptive force reshaping the global packaging ecosystem. Derived from renewable sources and engineered to offer performance parity with conventional plastic, these materials are paving the way for a circular economy across retail, e-commerce, foodservice, and pharmaceutical domains.

This market expansion is largely underpinned by stringent government mandates curbing single-use plastics, alongside widespread environmental activism and heightened corporate social responsibility (CSR). Both recycled and virgin fiber materials are witnessing widespread adoption due to their biodegradability, compostability, and consumer-friendly attributes. In particular, food and beverage brands are pivoting to advanced cellulose-based containers, molded fiber trays, and corrugated formats that align with sustainable supply chain goals. Moreover, innovation in fiber processing, water-based coatings, and barrier technologies has unlocked a wave of high-performance applications across moisture-sensitive and fragile product categories.

Regionally, North America holds a dominant position owing to its mature recycling

infrastructure, progressive legislation, and a robust base of sustainable packaging innovators. Major economies such as the U.S. and Canada are spearheading efforts to transition toward zero-waste packaging through large-scale adoption across retail and food sectors. Europe, propelled by the EU Green Deal and a ban on unnecessary plastic packaging, follows closely behind. Meanwhile, the Asia Pacific region is forecasted to grow at the fastest pace during the forecast window. Surging urbanization, e-commerce expansion, and regulatory momentum in countries like China, India, and Japan are stimulating unprecedented investments in green packaging technologies and bio-based alternatives to plastic.

Major market player included in this report are:

Smurfit Kappa Group

Mondi Group

WestRock Company

Stora Enso Oyj

DS Smith Plc

International Paper Company

UPM-Kymmene Corporation

Nippon Paper Industries Co., Ltd.

Sappi Limited

Georgia-Pacific LLC

Packaging Corporation of America

Klabin S.A.

Sonoco Products Company

Cascades Inc.

Pratt Industries Inc.

Global Next-gen Paper-based and Fiber-based Packaging Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Material Source:

Recycled Fiber

Virgin Fiber

By Application:

Food & Beverages

Retail & E-commerce

Healthcare & Pharmaceuticals

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market

approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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