

# Global Paper Straw Market 2023

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## Abstracts

### Description

The global Paper Straw Market is projected to experience substantial growth over the forecast period, reaching an estimated value of USD 4.12 million by 2029 while registering a compound annual growth rate (CAGR) of 17.4% from 2023 to 2029. The increasing consumer demand for eco-friendly products coupled with supportive government initiatives aimed at reducing plastic usage have significantly driven the adoption of paper straws. As paper straws are adaptable, lightweight, durable and fully recyclable, they offer viable alternatives that meet diverse customer needs.

The thriving global food and beverage industry, where paper straws find widespread application, has further contributed to the market's growth trajectory. However, the generally higher costs associated with paper straws in comparison to plastic alternatives pose a notable challenge for market players to address.

While the COVID-19 pandemic disrupted supply and demand dynamics in the short term, it also created new opportunities for paper straw usage in online food ordering and healthcare settings. Looking ahead, the paper straw market demonstrates strong long-term growth potential. However, addressing cost competitiveness concerns through innovation and achieving wider price parity with plastic straws will be critical success factors.

### Market Segmentation

The market is segmented based on various factors, including material type, application, and geography.

### Segmentation by Material Type

Virgin Paper

Recycled Paper

Segmentation by Application

Foodservice

Households

Institutions

Others

Segmentation by Geography

North America

Europe

Asia Pacific

Latin America

Middle East and Africa

The paper straw market relies on virgin paper known for its strength, quality, and waste reduction. Virgin paper, made from tree or cotton pulp without recycled material, is environmentally friendly and endorsed by the Forest Stewardship Council (FSC). It is essential for sustaining the paper industry. The Foodservice segment holds the largest market share at 64.74% in 2022, projected to grow at a CAGR of 17.7%. The food and beverage industry's adoption of paper straws is driven by curbside pickup, carryout options, and hygiene concerns during lockdowns, leading to increased demand in this sector.

Canada's upcoming ban on single-use plastics by December 2023 highlights the food service sector as a key market for paper straws. McDonald's Canada and other major players are already transitioning to sustainable alternatives in compliance with

regulations. The global trend of banning plastic straws will further drive demand for alternative materials like paper straws. North America currently holds the largest market share at 29.8% in 2022, with a CAGR of 16.4%. The lightweight property of virgin paper packaging facilitates efficient transportation, but rising raw material costs pose a challenge. However, the paper packaging market benefits from increased awareness of sustainability and recycling initiatives. In India, the ban on single-use plastics has spurred demand for paper straws. McDonald's Japan and Lamipak are embracing paper straw usage, while Nestlé (Thailand) received recognition for introducing flexible paper straws. With growing focus on green initiatives, the paper straw market is expected to experience significant growth in the region.

### Competitive Landscape

The paper straw market is fragmented, with key players including Canada Brown Eco Products Ltd, Duni AB, Footprint LLC, Fuling Technology Co. Ltd., Hoffmaster Group Inc., Huhtamaki Oyj, IPI s.r.l., Karat Packaging Inc., Nippon Paper Industries Co. Ltd., Soton Daily Necessities Co. Ltd, Stone Straw Limited, Tetra Pak International SA, Transcend Packaging Ltd., and UFlex Limited. These companies employ innovation and strategic partnerships to maintain and enhance their market presence.

### Recent Industry Developments

In February 2023, Tetra Pak collaborated with MAX IV, a leading synchrotron radiation facility, to conduct research on improving fiber-based sustainable food packaging. The study aimed to enhance understanding of the nanostructure of fiber materials and optimize composition for paper straw production.

In July 2022, SIG India launched a range of recyclable paper straws in various sizes and applications. As a provider of aseptic carton packaging solutions, SIG responded to the demand for eco-friendly alternatives to plastic straws, particularly due to India's plastic ban. SIG's paper straws offer a biodegradable and non-plastic solution to minimize environmental harm caused by traditional plastic straws.

### Why Buy This Report?

Get a detailed picture of the Global Paper Straw Market

Identify segments/areas to invest in over the forecast period in the Global Paper Straw Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format

Strategy consulting and research support for three months

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