

Global Wet-strength Kraft Paper Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Wet-strength Kraft Paper market size is expected to reach \$ 1944 million by 2032, rising at a market growth of 4.7% CAGR during the forecast period (2026-2032).

Wet-strength kraft paper is a functional kraft paper made from sulfate wood pulp, recycled fiber or blended pulp, with wet-strength resin added during papermaking or applied through surface treatment. It is designed to retain tensile strength, burst resistance, tear resistance and structural integrity after exposure to humidity, condensation, cold-chain conditions, water vapor or short-term liquid contact. It is mainly used in food packaging, cold-chain bags, produce bags, flower packaging, industrial sacks, refuse sacks and high-humidity packaging.

The upstream supply chain includes softwood pulp, hardwood pulp, unbleached/bleached kraft pulp, recovered paper, starch, sizing agents, wet-strength resins, coating materials, energy and process chemicals. Midstream activities include pulping, papermaking, glazing/calendering, coating, laminating, slitting and bag converting. Downstream demand comes from food packaging, takeaway and cold-chain delivery, fruit and vegetable packaging, flower packaging, industrial powders, refuse sacks, multiwall bags and humid-condition transport packaging. Wet-strength performance is usually achieved through wet-end resin or crosslinking systems; PAAE/PAE is widely used as a permanent wet-strength additive in papermaking to improve paper resistance to rupture in wet environments. Compared with standard kraft paper, wet-strength kraft paper carries higher resin, compliance, process-control and converting costs.

In 2025, global wet-strength kraft paper production reached approximately 1 million tons, with an average global market price is \$1,300 per ton.

From a global industry perspective, wet-strength kraft paper has evolved from a conventional moisture-resistant packaging paper into an important functional material for cold-chain food, industrial transport, agricultural packaging and sustainable paper-based packaging. Since ordinary kraft paper can lose strength, loosen its fibre structure or fail when exposed to high humidity, condensation or water, the core value of wet-strength kraft paper lies in maintaining structural integrity and handling safety in wet environments. As demand grows for frozen food, fresh produce, beverages, dairy products, chemicals and outdoor transport packaging, downstream customers are shifting their evaluation criteria from dry strength alone toward a broader balance of dry/wet strength, moisture stability, print quality, converting efficiency and recyclability.

In terms of industry trends, wet-strength kraft paper is moving toward higher wet strength, higher strength at lower grammage, food-grade performance, recyclability, reduced-plastic structures, coatability and functional packaging. Traditional moisture-resistant packaging often relied on plastic films, extrusion-coated papers or multi-layer laminates to provide water and moisture protection, but these structures may make recycling more difficult. As a result, the industry is increasingly using optimized wet-strength resins, fibre-furnish adjustment, water-based barrier coatings, recyclable moisture-resistant coatings and lower-plastic composite structures to improve the wet performance of paper-based materials. For food and cold-chain packaging, product upgrades focus on food-contact safety, low migration, low odor, condensation resistance at low temperature, and grease and moisture resistance; for industrial and agricultural packaging, the priorities are tear resistance, burst strength, wet handling strength, print identification and package integrity during transport.

The main growth drivers come from three areas. First, the growth of cold-chain food, fresh agricultural products, beverages, dairy products, fast-moving consumer goods and industrial goods handled in humid environments is increasing demand for paper-based packaging materials that resist moisture, handling stress and breakage. Second, the global packaging industry is reducing plastic use, creating opportunities for paper-based materials to replace selected plastic films, extrusion-coated papers and conventional laminated materials in moisture-resistant, cold-chain and outdoor transport packaging. Third, brand owners and packaging converters are placing greater emphasis on sustainable packaging, food safety, lightweighting and supply-chain stability, pushing wet-strength kraft paper toward higher strength at lower grammage, recyclable barrier solutions, food-grade performance and broader application adaptability. Overall, Wet-Strength Kraft Paper should not be viewed simply as strengthened kraft paper, but as a functional paper-based material designed for humid environments, cold-chain

distribution and sustainable packaging applications.

This report studies the global Wet-strength Kraft Paper production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Wet-strength Kraft Paper and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Wet-strength Kraft Paper that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Wet-strength Kraft Paper total production and demand, 2021-2032, (Kilotons)

Global Wet-strength Kraft Paper total production value, 2021-2032, (USD Million)

Global Wet-strength Kraft Paper production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Wet-strength Kraft Paper consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Wet-strength Kraft Paper domestic production, consumption, key domestic manufacturers and share

Global Wet-strength Kraft Paper production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Wet-strength Kraft Paper production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Wet-strength Kraft Paper production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Wet-strength Kraft Paper market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Mondi Group, Billerud AB, Smurfit Westrock, Stora Enso, Nordic Paper, Gascogne Papier, Natron-Hayat, Oji Holdings Corporation, Heinzl Group, Papelera de Brandia, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Wet-strength Kraft Paper market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kilotons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Wet-strength Kraft Paper Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Wet-strength Kraft Paper Market, Segmentation by Type:

Bleached Kraft Papers

Natural Kraft Papers

Global Wet-strength Kraft Paper Market, Segmentation by Basis Weight:

Lightweight Kraft Paper(80 gsm)

Global Wet-strength Kraft Paper Market, Segmentation by Application:

Foodservice Packaging

Cold Chain Packaging

Industrial Packaging

Others

Companies Profiled:

Mondi Group

Billerud AB

Smurfit Westrock

Stora Enso

Nordic Paper

Gascogne Papier

Natron-Hayat

Oji Holdings Corporation

Heinzel Group

Papelera de Brandia

Twin Rivers Paper

Segezha Group

Horizon Pulp & Paper

Canadian Kraft Paper Industries

Union Paper Corporation

Key Questions Answered:

1. How big is the global Wet-strength Kraft Paper market?
2. What is the demand of the global Wet-strength Kraft Paper market?
3. What is the year over year growth of the global Wet-strength Kraft Paper market?
4. What is the production and production value of the global Wet-strength Kraft Paper market?
5. Who are the key producers in the global Wet-strength Kraft Paper market?
6. What are the growth factors driving the market demand?

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