

Secondary Paper & Paperboard Luxury Packaging Market Size, Share & Trends Analysis Report By Grade (Solid Bleached Sulfate, Coated Unbleached Kraft Paperboard), By End Use, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Market Size & Trends

The global secondary paper & paperboard luxury packaging market size was estimated at USD 5.87 billion in 2023 and is projected to grow at a CAGR of 4.8% from 2024 to 2030. The global market is witnessing significant growth driven by several factors, primarily increased consumer demand for sustainable and high-quality packaging solutions. As environmental consciousness rises among consumers, brands are increasingly opting for eco-friendly packaging to enhance their appeal and meet regulatory requirements. For instance, materials like recycled paperboard and biodegradable coatings are gaining popularity due to their lower environmental impact compared to traditional plastics.

One of the primary drivers is the growing emphasis on sustainability. Consumers are becoming more eco-conscious, pushing brands to adopt sustainable packaging solutions. This trend is bolstered by government regulations aimed at reducing plastic waste. Companies like Nestlé have launched initiatives to replace plastic packaging with paper-based alternatives. The introduction of recyclable and biodegradable materials in luxury packaging aligns with consumer preferences and regulatory mandates, creating a significant opportunity for market growth. The demand for visually appealing and innovative packaging is another key driver. Luxury brands are

increasingly investing in distinctive packaging designs to differentiate their products and enhance brand value. For example, premium cosmetics brands are launching new products with elaborate and aesthetically pleasing packaging to attract discerning customers. This trend extends to custom packaging solutions that offer a unique unboxing experience, further driving the market growth.

Economic growth in emerging markets is leading to higher disposable incomes, increasing demand for luxury goods and, consequently, luxury packaging. Consumers in regions like Asia-Pacific and Latin America are showing a growing preference for high-quality, premium products, creating a surge in demand for secondary paper and paperboard luxury packaging. Innovations in materials and production technologies are creating new opportunities for market growth. For instance, advancements in printing technologies are enabling high-quality, intricate designs on paperboard packaging, enhancing the aesthetic appeal and functionality of the packaging.

Global Secondary Paper & Paperboard Luxury Packaging Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global secondary paper & paperboard luxury packaging market report based on grade, end use, and region:

Grade Outlook (Revenue, USD Million, Volume, Kilotons; 2018 - 2030)

Solid Bleached Sulfate (SBS)

Coated unbleached Kraft Paperboard (CUK)

White Lined Chipboard (WLC)

Kraft Paper

Glassine & Greaseproof Paper

Others

End Use Outlook (Revenue, USD Million, Volume, Kilotons; 2018 - 2030)

Cosmetics & Fragrances

Confectionery

Watches & Jewellery

Premium Beverages

Others

Regional Outlook (Revenue, USD Million, Volume, Kilotons; 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Australia

Central & South America

Brazil

Argentina

Middle East & Africa

Saudi Arabia

UAE

South Africa

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