

# 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

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Grades & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing
- 1.7. List of Abbreviations

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook, 2023 (USD Million) (Kilotons)
- 2.2. Segmental Outlook
- 2.3. Competitive Landscape Snapshot

### **CHAPTER 3. SECONDARY PAPER & PAPERBOARD LUXURY PACKAGING MARKET VARIABLES, TRENDS, AND SCOPE**

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent Market Outlook
- 3.2. Penetration and Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Raw Material Trends
  - 3.3.2. Manufacturing Trends
  - 3.3.3. Profit Margin Analysis
  - 3.3.4. Sales Channel Analysis
- 3.4. Regulatory Framework
  - 3.4.1. Standard & Compliance
  - 3.4.2. Regulatory Impact Analysis
- 3.5. Market Dynamics
  - 3.5.1. Market Driver Analysis

- 3.5.2. Market Restraint Analysis
- 3.5.3. Market Challenges Analysis
- 3.5.4. Market Opportunity Analysis
- 3.6. Business Environment Analysis
  - 3.6.1. Industry Analysis - Porter's
  - 3.6.2. PESTEL Analysis
  - 3.6.3. Market Entry Strategies
- 3.7. Latest Trends & Technologies in Secondary Paper & Paperboard Luxury Packaging Market

## **CHAPTER 4. SECONDARY PAPER & PAPERBOARD LUXURY PACKAGING MARKET: MARKET SUPPLIER INTELLIGENCE**

- 4.1. Kraljic Matrix (Portfolio Analysis)
  - 4.1.1. Non-Critical Items
  - 4.1.2. Leverage Items
  - 4.1.3. Bottleneck Items
  - 4.1.4. Strategic Items
- 4.2. Engagement Model
- 4.3. Negotiation Strategies
- 4.4. Sourcing Best Practices
- 4.5. Vendor Selection Criteria

## **CHAPTER 5. SECONDARY PAPER & PAPERBOARD LUXURY PACKAGING MARKET: GRADE ESTIMATES & TREND ANALYSIS**

- 5.1. Definition & Scope
- 5.2. Grade Movement Analysis & Market Share, 2023 & 2030
- 5.3. Solid Bleached Sulfate (SBS)
  - 5.3.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons) (Kilotons)
- 5.4. Coated unbleached Kraft Paperboard (CUK)
  - 5.4.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons) (Kilotons)
- 5.5. White Lined Chipboard (WLC)
  - 5.5.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
- 5.6. Kraft Paper
  - 5.6.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
- 5.7. Glassine & Greaseproof Paper
  - 5.7.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
- 5.8. Others

5.8.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

## **CHAPTER 6. SECONDARY PAPER & PAPERBOARD LUXURY PACKAGING MARKET: END USE ESTIMATES & TREND ANALYSIS**

6.1. Definition & Scope

6.2. End use Movement Analysis & Market Share, 2023 & 2030

6.3. Cosmetics & Fragrances

6.3.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

6.4. Confectionery

6.4.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

6.5. Watches & Jewelry

6.5.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

6.6. Premium Beverages

6.6.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

6.7. Others

6.7.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

## **CHAPTER 7. SECONDARY PAPER & PAPERBOARD LUXURY PACKAGING MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

7.1. Key Takeaways

7.2. Regional Movement Analysis & Market Share, 2023 & 2030

7.3. North America

7.3.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.3.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

7.3.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

7.3.4. U.S.

7.3.4.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.3.4.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

7.3.4.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

7.3.5. Canada

7.3.5.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.3.5.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

7.3.5.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.3.6. Mexico

7.3.6.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.3.6.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million)

(Kilotons)

7.3.6.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.4. Europe

7.4.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.4.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

7.4.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.4.4. Germany

7.4.4.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.4.4.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million)

(Kilotons)

7.4.4.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.4.5. UK

7.4.5.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.4.5.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million)

(Kilotons)

7.4.5.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.4.6. France

7.4.6.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.4.6.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million)

(Kilotons)

7.4.6.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.4.7. Italy

7.4.7.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.4.7.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million)

(Kilotons)

7.4.7.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.4.8. Spain

7.4.8.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.4.8.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million)



(Kilotons)

7.4.8.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.5. Asia Pacific

7.5.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.5.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

7.5.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.5.4. China

7.5.4.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.5.4.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million)

(Kilotons)

7.5.4.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.5.5. India

7.5.5.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.5.5.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million)

(Kilotons)

7.5.5.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.5.6. Japan

7.5.6.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.5.6.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million)

(Kilotons)

7.5.6.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.5.7. South Korea

7.5.7.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.5.7.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million)

(Kilotons)

7.5.7.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.5.8. Australia

7.5.8.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

7.5.8.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million)

(Kilotons)

7.5.8.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million)

(Kilotons)

7.6. Central & South America

- 7.6.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
- 7.6.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)
- 7.6.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)
- 7.6.4. Brazil
  - 7.6.4.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
  - 7.6.4.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)
  - 7.6.4.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)
- 7.6.5. Argentina
  - 7.6.5.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
  - 7.6.5.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)
  - 7.6.5.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)
- 7.7. Middle East & Africa
  - 7.7.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
  - 7.7.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)
  - 7.7.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)
  - 7.7.4. Saudi Arabia
    - 7.7.4.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
    - 7.7.4.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)
    - 7.7.4.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)
  - 7.7.5. UAE
    - 7.7.5.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
    - 7.7.5.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)
    - 7.7.5.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)
  - 7.7.6. South Africa
    - 7.7.6.1. Market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)
    - 7.7.6.2. Market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)
    - 7.7.6.3. Market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

## **CHAPTER 8. COMPETITIVE LANDSCAPE**

- 8.1. Key Players & Recent Developments & Their Impact on the Industry
- 8.2. Key Company/Competition Categorization
- 8.3. List of key Raw Material Distributors and Channel Partners
- 8.4. Company Market Share & Position Analysis, 2023
- 8.5. Company Heat Map Analysis
- 8.6. Strategy Mapping
  - 8.6.1. Expansion
  - 8.6.2. Collaboration/ Partnerships/ Agreements
  - 8.6.3. New Product launches
  - 8.6.4. Mergers & Acquisitions
  - 8.6.5. Others
- 8.7. List of Potential Customers, by End use

## **CHAPTER 9. COMPANY LISTING / PROFILES**

- 9.1. Holmen Iggesund
  - 9.1.1. Business Overview
  - 9.1.2. Financial Performance
  - 9.1.3. Product Benchmarking
  - 9.1.4. Recent Developments
- 9.2. Mets? Group
  - 9.2.1. Business Overview
  - 9.2.2. Financial Performance
  - 9.2.3. Product Benchmarking
  - 9.2.4. Recent Developments
- 9.3. Sappi
  - 9.3.1. Business Overview
  - 9.3.2. Financial Performance
  - 9.3.3. Product Benchmarking
  - 9.3.4. Recent Developments
- 9.4. Fedrigoni S.P.A.
  - 9.4.1. Business Overview
  - 9.4.2. Financial Performance
  - 9.4.3. Product Benchmarking
  - 9.4.4. Recent Developments
- 9.5. Arjowiggins Graphic

- 9.5.1. Business Overview
- 9.5.2. Financial Performance
- 9.5.3. Product Benchmarking
- 9.5.4. Recent Developments
- 9.6. Mondi
  - 9.6.1. Business Overview
  - 9.6.2. Financial Performance
  - 9.6.3. Product Benchmarking
  - 9.6.4. Recent Developments
- 9.7. Smurfit Kappa
  - 9.7.1. Business Overview
  - 9.7.2. Financial Performance
  - 9.7.3. Product Benchmarking
  - 9.7.4. Recent Developments
- 9.8. Coveris
  - 9.8.1. Business Overview
  - 9.8.2. Financial Performance
  - 9.8.3. Product Benchmarking
  - 9.8.4. Recent Developments
- 9.9. Winter & Company
  - 9.9.1. Business Overview
  - 9.9.2. Financial Performance
  - 9.9.3. Product Benchmarking
  - 9.9.4. Recent Developments
- 9.10. Mayr-Melnhof Karton AG
  - 9.10.1. Business Overview
  - 9.10.2. Financial Performance
  - 9.10.3. Product Benchmarking
  - 9.10.4. Recent Developments
- 9.11. SURTECO GmbH
  - 9.11.1. Business Overview
  - 9.11.2. Financial Performance
  - 9.11.3. Product Benchmarking
  - 9.11.4. Recent Developments
- 9.12. Stora Enso
  - 9.12.1. Business Overview
  - 9.12.2. Financial Performance
  - 9.12.3. Product Benchmarking
  - 9.12.4. Recent Developments

### 9.13. International Paper

9.13.1. Business Overview

9.13.2. Financial Performance

9.13.3. Product Benchmarking

9.13.4. Recent Developments

### 9.14. WestRock Company

9.14.1. Business Overview

9.14.2. Financial Performance

9.14.3. Product Benchmarking

9.14.4. Recent Developments

### 9.15. KOLBUS GmbH & Co. KG

9.15.1. Business Overview

9.15.2. Financial Performance

9.15.3. Product Benchmarking

9.15.4. Recent Developments

## **CHAPTER 10. STRATEGIC RECOMMENDATIONS/ ANALYST PERSPECTIVE**

## List Of Tables

### LIST OF TABLES

Table 1 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 2 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by Solid Bleached Sulfate (SBS), 2018 - 2030 (USD Million) (Kilotons)

Table 3 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by Coated unbleached Kraft Paperboard (CUK), 2018 - 2030 (USD Million) (Kilotons)

Table 4 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by White Lined Chipboard (WLC), 2018 - 2030 (USD Million) (Kilotons)

Table 5 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by Kraft Paper, 2018 - 2030 (USD Million) (Kilotons)

Table 6 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by Glassine & Greaseproof Paper, 2018 - 2030 (USD Million) (Kilotons)

Table 7 Other Grades Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 8 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 9 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, in Cosmetics & Fragrance, 2018 - 2030 (USD Million) (Kilotons)

Table 10 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, in Confectionery, 2018 - 2030 (USD Million) (Kilotons)

Table 11 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, in Watches & Jewelry, 2018 - 2030 (USD Million) (Kilotons)

Table 12 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, in Premium Beverages, 2018 - 2030 (USD Million) (Kilotons)

Table 13 Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, in Other End uses, 2018 - 2030 (USD Million) (Kilotons)

Table 14 North America Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 15 North America Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 16 North America Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 17 U.S. Secondary Paper & Paperboard Luxury Packaging market estimates and

forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 18 U.S. Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 19 U.S. Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 20 Canada Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 21 Canada Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 22 Canada Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 23 Mexico Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 24 Mexico Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 25 Mexico Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 26 Europe Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 27 Europe Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 28 Europe Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 29 Germany Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 30 Germany Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 31 Germany Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 32 UK Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 33 UK Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 34 UK Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 35 France Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 36 France Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 37 France Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 38 Italy Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 39 Italy Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 40 Italy Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 41 Spain Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 42 Spain Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 43 Spain Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 44 Asia Pacific Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 45 Asia Pacific Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 46 Asia Pacific Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 47 China Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 48 China Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 49 China Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 50 Japan Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 51 Japan Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 52 Japan Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 53 India Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 54 India Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 55 India Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 56 South Korea Secondary Paper & Paperboard Luxury Packaging market



estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 57 South Korea Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 58 South Korea Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 59 Australia Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 60 Australia Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 61 Australia Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 62 Central & South America Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 63 Central & South America Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 64 Central & South America Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 65 Brazil Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 66 Brazil Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 67 Brazil Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 68 Argentina Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 69 Argentina Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 70 Argentina Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 71 Middle East & Africa Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 72 Middle East & Africa Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 73 Middle East & Africa Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 74 Saudi Arabia Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 75 Saudi Arabia Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 76 Saudi Arabia Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 77 UAE Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 78 UAE Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 79 UAE Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

Table 80 South Africa Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, 2018 - 2030 (USD Million) (Kilotons)

Table 81 South Africa Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by grade, 2018 - 2030 (USD Million) (Kilotons)

Table 82 South Africa Secondary Paper & Paperboard Luxury Packaging market estimates and forecasts, by end-use, 2018 - 2030 (USD Million) (Kilotons)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Market segmentation
- Fig. 2 Information procurement
- Fig. 3 Data analysis models
- Fig. 4 Market formulation and validation
- Fig. 5 Data validating & publishing
- Fig. 6 Market snapshot
- Fig. 7 Segmental outlook -Type, Carrier Resin and End Use
- Fig. 8 Competitive Outlook
- Fig. 9 Slip additives market outlook, 2018 - 2030 (USD Million) (Kilotons)
- Fig. 10 Value chain analysis
- Fig. 11 Market dynamics
- Fig. 12 Porter's Analysis
- Fig. 13 PESTEL Analysis
- Fig. 14 Slip additives market, by type: Key takeaways
- Fig. 15 Slip additives market, by type: Market share, 2023 & 2030
- Fig. 16 Slip additives market, by carrier resin: Key takeaways
- Fig. 17 Slip additives market, by carrier resin: Market share, 2023 & 2030
- Fig. 18 Slip additives market, by end use: Key takeaways
- Fig. 19 Slip additives market, by end use: Market share, 2023 & 2030
- Fig. 20 Slip additives market, by region: Key takeaways
- Fig. 21 Slip additives market: Regional analysis, 2023 & 2030

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