

# Synthetic Paper Market Size, Share, Trends and Forecast by Type, Application, End-Use Industry, and Region, 2026-2034

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## Abstracts

The global synthetic paper market size was valued at USD 1,145.88 Million in 2025. Looking forward, IMARC Group estimates the market to reach USD 1,974.16 Million by 2034, exhibiting a CAGR of 6.23% from 2026-2034. North America currently dominates the market, holding a market share of 29% in 2025. The region benefits from a well-established industrial base, widespread adoption of durable packaging substrates, and robust demand for high-performance labeling solutions across pharmaceutical, retail, and food and beverage sectors, all contributing to the synthetic paper market share.

The synthetic paper market is being driven by a combination of factors ranging from the modernization of industries, sustainability, and advancements in material science. The increasing demand for tear-resistant, water-resistant, and chemically stable materials in the packaging and labeling industry is driving the demand for synthetic paper. The shift from traditional wood pulp paper to polymer-based papers is being fueled by their improved printability, dimensional stability, and recyclability. In addition, the growing demand for the food and beverages, personal care, healthcare, and logistics industries is creating a consistent demand for synthetic paper. The increasing urbanization and changing lifestyles are further escalating the demand for robust and attractive printed materials such as product tags, menus, and advertising boards. The growth of the synthetic paper market is also being fueled by the increasing investments in manufacturing technology that improve the efficiency of film extrusion and lower production costs in the major producing countries.

The United States has become a prominent area in the synthetic paper market due to a host of reasons. The United States has a well-developed retail and online shopping market that demands robust labeling and packaging materials that can withstand

different handling and environmental conditions. The pharmaceutical sector in the United States has also started using synthetic paper for tamper-evident labels and prescription labels due to its resistance to moisture and chemicals. Moreover, the focus on recyclable and eco-friendly packaging materials has encouraged manufacturers to create innovative synthetic paper products. The increasing trend towards high-end packaging designs for consumer products is also fueling the synthetic paper market outlook in the United States.

## SYNTHETIC PAPER MARKET TRENDS:

### Rising Demand for Sustainable Packaging

The global push toward environmental sustainability is significantly propelling the synthetic paper market. Businesses and consumers are increasingly prioritizing eco-friendly alternatives to traditional paper and plastic substrates, driving adoption of recyclable synthetic paper products. Unlike conventional wood-pulp paper, synthetic paper eliminates the need for tree harvesting, thereby conserving forests and reducing greenhouse gas emissions associated with paper production. Many synthetic paper variants are now manufactured using recyclable polypropylene and polyethylene, aligning with circular economy objectives. Governments and regulatory bodies across major economies are implementing stricter packaging waste regulations that mandate recyclability and reduced environmental impact, encouraging manufacturers to invest in sustainable synthetic paper solutions that meet evolving compliance requirements. The growing emphasis on circular economy principles is prompting businesses to seek materials that can be efficiently recycled and reintegrated into production cycles. Companies across retail, logistics, and consumer goods sectors are integrating synthetic paper into their operations to reduce environmental footprints while maintaining material performance and print quality.

### Expanding Healthcare and Pharmaceutical Applications

The rising adoption of synthetic paper in healthcare and pharmaceutical sectors represents a significant trend shaping the synthetic paper market forecast. Medical-grade synthetic paper is increasingly used for patient identification wristbands, prescription labels, blood bag tags, and equipment identification markers due to its resistance to moisture, chemicals, and sterilization processes. The material maintains legibility and structural integrity under extreme conditions, including cryogenic freezing and autoclave sterilization, making it indispensable for clinical environments. The healthcare labeling applications segment is among the fastest-growing areas within

synthetic paper usage, driven by stringent regulatory requirements for durable and tamper-evident labeling in the pharmaceutical sector. In January 2025, HNCO Packaging, a printing firm based in Ahmedabad, India, invested in the Canon ImagePress V800, which supports printing on synthetic papers up to 350 gsm, reflecting growing industrial demand for compatible printing equipment. These developments are broadening the scope of synthetic paper applications in medical and diagnostic settings worldwide.

### Advancements in Printing Technology Compatibility

Technological progress in printing methods is accelerating the adoption of synthetic paper across commercial and industrial applications. The synthetic paper market trends indicate that compatibility with diverse printing technologies, including offset, digital, flexographic, and ultraviolet inkjet, is expanding the material's addressable market. Manufacturers are developing surface-treated synthetic papers with enhanced ink adhesion and color vibrancy, enabling high-resolution graphic reproduction for branding, advertising, and product labeling applications. The integration of advanced coating technologies, including ultraviolet curable coatings, is improving the durability and visual appeal of printed synthetic paper products. In March 2025, HSF Films presented its complete product array at Labelexpo Mexico 2025, featuring BOPP synthetic papers with 30% post-consumer recycled content and enhanced ultraviolet digital print capabilities. These innovations are enabling businesses to achieve premium print quality on synthetic substrates while addressing sustainability objectives, thereby supporting broader market penetration across advertising, packaging, and retail signage applications globally.

### SYNTHETIC PAPER INDUSTRY SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the global synthetic paper market, along with forecast at the global, regional, and country levels from 2026-2034. The market has been categorized based on type, application, and end-use industry.

#### Analysis by Type:

Biaxially Oriented Polypropylene (BOPP)

High Density Polyethylene (HDPE)

Polyethylene Terephthalate (PET)

Others

Biaxially oriented polypropylene (BOPP) holds 36% of the market share. BOPP synthetic paper is widely recognized for its exceptional printability, optical clarity, and strong resistance to moisture and chemicals, making it a preferred substrate for labels, flexible packaging, and advertising materials across diverse industries. The material's lightweight nature combined with excellent tensile strength positions it as a cost-effective alternative to traditional paper in applications requiring durability and visual appeal. BOPP synthetic paper is extensively utilized in the food and beverage industry for product labels that must maintain legibility and color vibrancy under varying storage and handling conditions. The chemical resistance of BOPP further extends its applicability to industrial labeling and household product packaging, where exposure to cleaning agents and solvents is common. The continued expansion of flexible packaging across emerging economies supports robust demand for BOPP-based synthetic paper products globally.

Analysis by Application:

Label

Hand Tags

Medical Tags

Others

Non-Label

Packaging

Documents

Others

Label leads the market with a share of 65%. Labeling represents the dominant

application for synthetic paper, driven by the material's inherent resistance to tearing, moisture, and chemical exposure that ensures essential product information remains intact throughout the supply chain. The food and beverage industry extensively employs synthetic paper labels on bottles, containers, and packaging to provide regulatory details, nutritional information, and branding elements that withstand humid and refrigerated environments. The pharmaceutical and healthcare sectors rely on synthetic paper for durable prescription labels, medical device tags, and patient identification wristbands where information integrity is critical for safety and compliance. Additionally, the cosmetics and personal care industry benefits from synthetic paper labels that support high-quality graphics and premium aesthetics, ensuring products stand out on competitive retail shelves. The growing e-commerce sector further amplifies demand for durable shipping labels and product tags.

#### Analysis by End-Use Industry:

Industrial

Institutional

Commercial/Retail

Industrial dominates the market, with a share of 44%. The industrial segment accounts for the largest share of synthetic paper consumption, driven by the material's exceptional durability and resistance to harsh operating conditions prevalent in manufacturing, logistics, and construction environments. Synthetic paper serves critical functions in industrial settings, including chemical container labeling, equipment identification tags, safety signage, and technical documentation that must withstand exposure to water, chemicals, abrasion, and ultraviolet radiation. The material's non-tearable properties ensure that vital operational information, safety instructions, and regulatory compliance details remain legible and intact despite frequent handling and environmental stress. Additionally, synthetic paper is commonly utilized for outdoor signage in industrial facilities, including directional markers, hazard warnings, and identification tags for horticulture and agricultural applications. The ongoing expansion of manufacturing activities across developing economies continues to generate consistent demand for industrial-grade synthetic paper products.

#### Regional Analysis:

## North America

United States

Canada

## Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

## Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

## Latin America

Brazil

Mexico

Others

Middle East and Africa

North America exhibits a clear dominance in the market with a 29% share. The dominance of the region is supported by an established manufacturing base, a strong retail infrastructure, and a strong demand generated by the pharmaceutical, food and beverage, and e-commerce industries. The United States and Canada together form a strong demand base for the consumption of synthetic paper in labeling, packaging, and signage. The region has advanced manufacturing facilities and strong distribution channels, which support the efficient production and distribution of synthetic paper products. The increasing focus on sustainable and recyclable packaging materials is encouraging the adoption of synthetic paper alternatives in various end-use industries. The region has favorable regulations that support environmentally responsible packaging materials and the reduction of single-use plastic consumption, which is further supporting the adoption of strong and recyclable synthetic materials. The increasing adoption of e-commerce has further fueled the demand for tear-resistant and waterproof packaging materials in the logistics industry in North America.

**KEY REGIONAL TAKEAWAYS:**

## UNITED STATES SYNTHETIC PAPER MARKET ANALYSIS

The United States holds 84.40% of the synthetic paper market share in North America. The United States synthetic paper market is driven by a strong retail infrastructure, a booming e-commerce industry, and strong demand from the healthcare, food and beverage, and consumer goods sectors. Synthetic paper is increasingly being used by various businesses across different industries for product labeling, brand packaging, and marketing purposes due to its enhanced durability, water resistance, and high-resolution printing compatibility. The pharmaceutical sector is also a major user of synthetic paper for tamper-evident prescription labels and medical device identification labels, where the integrity of information is of utmost importance for patient safety and regulatory compliance. The rising trend of sustainable packaging is also fueling the

adoption of recyclable synthetic paper alternatives. In addition, the rising trend of wrap-around labeling in the beverage industry, expanding beyond bottled water to fruit juices and functional beverages, is also fueling additional demand. Rising government regulations against single-use plastics and the rising demand for environmentally responsible packaging solutions are also solidifying the growth trend of synthetic paper in the United States market.

## EUROPE SYNTHETIC PAPER MARKET ANALYSIS

The European synthetic paper market is characterized by strong regulatory support for sustainable packaging, advanced manufacturing infrastructure, and diversified demand across food and beverage, pharmaceutical, and retail sectors. The region's commitment to circular economy principles is driving adoption of recyclable synthetic paper substrates as alternatives to traditional paper and plastic materials. The implementation of the European Union's Packaging and Packaging Waste Regulation (EU 2025/40), which entered into force in February 2025 and mandates all packaging to be recyclable by 2030, is creating a favorable regulatory environment for synthetic paper adoption. Germany, France, and the United Kingdom represent the largest national markets within Europe, driven by advanced printing and packaging industries, robust pharmaceutical sectors, and strong consumer demand for premium labeling solutions. The cosmetics and personal care industry in Europe also contributes to synthetic paper demand through requirements for durable, high-quality product labels that maintain aesthetic appeal under various handling and storage conditions. Innovation in BOPP and PET synthetic paper manufacturing is further strengthening the European market position.

## ASIA-PACIFIC SYNTHETIC PAPER MARKET ANALYSIS

The Asia-Pacific market is a rapidly growing market for synthetic paper, due to the increasing pace of industrialization, urbanization, and development in the pharmaceutical, consumer product, and food and beverage sectors. The growing per capita disposable income and changing lifestyle in emerging countries such as China, India, and Indonesia are also contributing to the growing demand for robust packaging and labeling materials. The growing e-commerce and retail sector in the region further fuels the demand for tear-resistant and moisture-proof materials. Japan and South Korea are also contributing to the development of advanced printing technology and innovation in specialty synthetic paper products, while Australia is a steady market for retail and industrial applications.

## LATIN AMERICA SYNTHETIC PAPER MARKET ANALYSIS

The Latin American synthetic paper market is experiencing growth driven by expanding packaging and labeling industries, rising consumer awareness, and increasing adoption of durable substrates across retail and food and beverage sectors. Brazil and Mexico represent the primary markets within the region, supported by growing manufacturing activity and improving distribution infrastructure. The expanding e-commerce sector across Latin America is further generating demand for tear-resistant shipping labels and durable packaging solutions.

## MIDDLE EAST AND AFRICA SYNTHETIC PAPER MARKET ANALYSIS

The Middle East and Africa synthetic paper market is progressing steadily, supported by growing industrialization, expanding retail networks, and increasing investments in packaging and labeling infrastructure. The food and beverage sector remains a primary driver of synthetic paper demand in the region, complemented by growing pharmaceutical and healthcare applications. Government initiatives promoting manufacturing diversification and economic development across the Gulf Cooperation Council nations and Sub-Saharan African economies are creating favorable conditions for synthetic paper market expansion.

## COMPETITIVE LANDSCAPE:

The competitive dynamics of the global synthetic paper market are dominated by the presence of large multinational corporations and regional players competing on the basis of product innovation, production capacity, and reach. The key players in the industry are focusing on research and development activities to improve the properties of synthetic paper substrates, such as printability, chemical resistance, and sustainability. Capacity expansion and enhancement is a notable trend in the industry, with key players making significant investments in new production lines and manufacturing processes. The players are also focusing on geographical diversification to tap into the rising demand for synthetic paper in emerging markets of the Asia-Pacific and Latin American regions. Partnerships between synthetic paper producers and printing equipment suppliers are also helping in the development of optimized substrates for particular printing processes. The rising focus of governments on recyclable and sustainable packaging materials is also driving innovation in the development of bio-based and post-consumer recycled synthetic paper products.

The report provides a comprehensive analysis of the competitive landscape in the synthetic paper market with detailed profiles of all major companies, including:

Agfa-Gevaert N.V.

Aluminium F?ron GmbH & Co. KG

Arjobex SAS

Cosmo First Limited

HOP Industries Corporation

MDV Papier- und Kunststoffveredelung GmbH

Nan Ya Plastics Corporation

PPG Industries Inc.

RELYCO

Seiko Epson Corporation

Toyobo Co. Ltd.

Transcendia Inc.

Yupo Corporation

## KEY QUESTIONS ANSWERED IN THIS REPORT

1. How big is the synthetic paper market?
2. What is the future outlook of synthetic paper market?
3. What are the key factors driving the synthetic paper market?
4. Which region accounts for the largest synthetic paper market share?
5. Which are the leading companies in the global synthetic paper market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL SYNTHETIC PAPER MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY TYPE**

- 6.1 Biaxially Oriented Polypropylene (BOPP)
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 High Density Polyethylene (HDPE)
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Polyethylene Terephthalate (PET)

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Others
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast

## **7 MARKET BREAKUP BY APPLICATION**

- 7.1 Label
  - 7.1.1 Market Trends
  - 7.1.2 Key Segments
    - 7.1.2.1 Hand Tags
    - 7.1.2.2 Medical Tags
    - 7.1.2.3 Others
  - 7.1.3 Market Forecast
- 7.2 Non-Label
  - 7.2.1 Market Trends
  - 7.2.2 Key Segment
    - 7.2.2.1 Packaging
    - 7.2.2.2 Documents
    - 7.2.2.3 Others
  - 7.2.3 Market Forecast

## **8 MARKET BREAKUP BY END USE INDUSTRY**

- 8.1 Industrial
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Institutional
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Commercial/Retail
  - 8.3.1 Market Trends
  - 8.3.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

- 9.1 North America
  - 9.1.1 United States

- 9.1.1.1 Market Trends
- 9.1.1.2 Market Forecast
- 9.1.2 Canada
  - 9.1.2.1 Market Trends
  - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
  - 9.2.1 China
    - 9.2.1.1 Market Trends
    - 9.2.1.2 Market Forecast
  - 9.2.2 Japan
    - 9.2.2.1 Market Trends
    - 9.2.2.2 Market Forecast
  - 9.2.3 India
    - 9.2.3.1 Market Trends
    - 9.2.3.2 Market Forecast
  - 9.2.4 South Korea
    - 9.2.4.1 Market Trends
    - 9.2.4.2 Market Forecast
  - 9.2.5 Australia
    - 9.2.5.1 Market Trends
    - 9.2.5.2 Market Forecast
  - 9.2.6 Indonesia
    - 9.2.6.1 Market Trends
    - 9.2.6.2 Market Forecast
  - 9.2.7 Others
    - 9.2.7.1 Market Trends
    - 9.2.7.2 Market Forecast
- 9.3 Europe
  - 9.3.1 Germany
    - 9.3.1.1 Market Trends
    - 9.3.1.2 Market Forecast
  - 9.3.2 France
    - 9.3.2.1 Market Trends
    - 9.3.2.2 Market Forecast
  - 9.3.3 United Kingdom
    - 9.3.3.1 Market Trends
    - 9.3.3.2 Market Forecast
  - 9.3.4 Italy
    - 9.3.4.1 Market Trends

- 9.3.4.2 Market Forecast
- 9.3.5 Spain
  - 9.3.5.1 Market Trends
  - 9.3.5.2 Market Forecast
- 9.3.6 Russia
  - 9.3.6.1 Market Trends
  - 9.3.6.2 Market Forecast
- 9.3.7 Others
  - 9.3.7.1 Market Trends
  - 9.3.7.2 Market Forecast
- 9.4 Latin America
  - 9.4.1 Brazil
    - 9.4.1.1 Market Trends
    - 9.4.1.2 Market Forecast
  - 9.4.2 Mexico
    - 9.4.2.1 Market Trends
    - 9.4.2.2 Market Forecast
  - 9.4.3 Others
    - 9.4.3.1 Market Trends
    - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
  - 9.5.1 Market Trends
  - 9.5.2 Market Breakup by Country
  - 9.5.3 Market Forecast

## **10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES**

- 10.1 Overview
- 10.2 Drivers
- 10.3 Restraints
- 10.4 Opportunities

## **11 VALUE CHAIN ANALYSIS**

## **12 PORTERS FIVE FORCES ANALYSIS**

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers

- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
  - 14.3.1 Agfa-Gevaert N.V.
    - 14.3.1.1 Company Overview
    - 14.3.1.2 Product Portfolio
    - 14.3.1.3 Financials
    - 14.3.1.4 SWOT Analysis
  - 14.3.2 Aluminium F?ron GmbH & Co. KG
    - 14.3.2.1 Company Overview
    - 14.3.2.2 Product Portfolio
  - 14.3.3 Arjobex SAS
    - 14.3.3.1 Company Overview
    - 14.3.3.2 Product Portfolio
  - 14.3.4 Cosmo First Limited
    - 14.3.4.1 Company Overview
    - 14.3.4.2 Product Portfolio
    - 14.3.4.3 Financials
  - 14.3.5 HOP Industries Corporation
    - 14.3.5.1 Company Overview
    - 14.3.5.2 Product Portfolio
  - 14.3.6 MDV Papier- und Kunststoffveredelung GmbH
    - 14.3.6.1 Company Overview
    - 14.3.6.2 Product Portfolio
  - 14.3.7 Nan Ya Plastics Corporation
    - 14.3.7.1 Company Overview
    - 14.3.7.2 Product Portfolio
    - 14.3.7.3 Financials
    - 14.3.7.4 SWOT Analysis
  - 14.3.8 PPG Industries Inc.
    - 14.3.8.1 Company Overview

- 14.3.8.2 Product Portfolio
- 14.3.8.3 Financials
- 14.3.8.4 SWOT Analysis
- 14.3.9 RELYCO
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
- 14.3.10 Seiko Epson Corporation
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio
  - 14.3.10.3 Financials
  - 14.3.10.4 SWOT Analysis
- 14.3.11 Toyobo Co. Ltd.
  - 14.3.11.1 Company Overview
  - 14.3.11.2 Product Portfolio
  - 14.3.11.3 Financials
  - 14.3.11.4 SWOT Analysis
- 14.3.12 Transcendia Inc.
  - 14.3.12.1 Company Overview
  - 14.3.12.2 Product Portfolio
- 14.3.13 Yupo Corporation
  - 14.3.13.1 Company Overview
  - 14.3.13.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Synthetic Paper Market: Key Industry Highlights, 2025 & 2034

Table 2: Global: Synthetic Paper Market Forecast: Breakup by Type (in Million USD), 2026-2034

Table 3: Global: Synthetic Paper Market Forecast: Breakup by Application (in Million USD), 2026-2034

Table 4: Global: Synthetic Paper Market Forecast: Breakup by End Use Industry (in Million USD), 2026-2034

Table 5: Global: Synthetic Paper Market Forecast: Breakup by Region (in Million USD), 2026-2034

Table 6: Global: Synthetic Paper Market: Competitive Structure

Table 7: Global: Synthetic Paper Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Synthetic Paper Market: Major Drivers and Challenges

Figure 2: Global: Synthetic Paper Market: Sales Value (in Million USD), 2020-2025

Figure 3: Global: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 4: Global: Synthetic Paper Market: Breakup by Type (in %), 2025

Figure 5: Global: Synthetic Paper Market: Breakup by Application (in %), 2025

Figure 6: Global: Synthetic Paper Market: Breakup by End Use Industry (in %), 2025

Figure 7: Global: Synthetic Paper Market: Breakup by Region (in %), 2025

Figure 8: Global: Synthetic Paper (Biaxially Oriented Polypropylene (BOPP)) Market: Sales Value (in Million USD), 2020 & 2025

Figure 9: Global: Synthetic Paper (Biaxially Oriented Polypropylene (BOPP)) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 10: Global: Synthetic Paper (High Density Polyethylene (HDPE)) Market: Sales Value (in Million USD), 2020 & 2025

Figure 11: Global: Synthetic Paper (High Density Polyethylene (HDPE)) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 12: Global: Synthetic Paper (Polyethylene Terephthalate (PET)) Market: Sales Value (in Million USD), 2020 & 2025

Figure 13: Global: Synthetic Paper (Polyethylene Terephthalate (PET)) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 14: Global: Synthetic Paper (Other Types) Market: Sales Value (in Million USD), 2020 & 2025

Figure 15: Global: Synthetic Paper (Other Types) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 16: Global: Synthetic Paper (Label) Market: Sales Value (in Million USD), 2020 & 2025

Figure 17: Global: Synthetic Paper (Label) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 18: Global: Synthetic Paper (Non-Label) Market: Sales Value (in Million USD), 2020 & 2025

Figure 19: Global: Synthetic Paper (Non-Label) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 20: Global: Synthetic Paper (Industrial) Market: Sales Value (in Million USD), 2020 & 2025

Figure 21: Global: Synthetic Paper (Industrial) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 22: Global: Synthetic Paper (Institutional) Market: Sales Value (in Million USD), 2020 & 2025

Figure 23: Global: Synthetic Paper (Institutional) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 24: Global: Synthetic Paper (Commercial/Retail) Market: Sales Value (in Million USD), 2020 & 2025

Figure 25: Global: Synthetic Paper (Commercial/Retail) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 26: North America: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 27: North America: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 28: United States: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 29: United States: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 30: Canada: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 31: Canada: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 32: Asia-Pacific: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 33: Asia-Pacific: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 34: China: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 35: China: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 36: Japan: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 37: Japan: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 38: India: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 39: India: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 40: South Korea: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 41: South Korea: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 42: Australia: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 43: Australia: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 44: Indonesia: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 45: Indonesia: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 46: Others: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 47: Others: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 48: Europe: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 49: Europe: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 50: Germany: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 51: Germany: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 52: France: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 53: France: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 54: United Kingdom: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 55: United Kingdom: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 56: Italy: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 57: Italy: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 58: Spain: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 59: Spain: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 60: Russia: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 61: Russia: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 62: Others: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 63: Others: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 64: Latin America: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 65: Latin America: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 66: Brazil: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 67: Brazil: Synthetic Paper Market Forecast: Sales Value (in Million USD),

2026-2034

Figure 68: Mexico: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 69: Mexico: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 70: Others: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 71: Others: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 72: Middle East and Africa: Synthetic Paper Market: Sales Value (in Million USD), 2020 & 2025

Figure 73: Middle East and Africa: Synthetic Paper Market: Breakup by Country (in %), 2025

Figure 74: Middle East and Africa: Synthetic Paper Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 75: Global: Synthetic Paper Industry: Drivers, Restraints, and Opportunities

Figure 76: Global: Synthetic Paper Industry: Value Chain Analysis

Figure 77: Global: Synthetic Paper Industry: Porter's Five Forces Analysis

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