

Global Wet-strength Kraft Paper Market Growth 2026-2032

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Abstracts

The global Wet-strength Kraft Paper market size is predicted to grow from US\$ 1339 million in 2025 to US\$ 1879 million in 2032; it is expected to grow at a CAGR of 5.0% from 2026 to 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.

LP Information, Inc. (LPI) ' newest research report, the "Wet-strength Kraft Paper Industry Forecast" looks at past sales and reviews total world Wet-strength Kraft Paper sales in 2025, providing a comprehensive analysis by region and market sector of projected Wet-strength Kraft Paper sales for 2026 through 2032. With Wet-strength Kraft Paper sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Wet-strength Kraft Paper industry.

This Insight Report provides a comprehensive analysis of the global Wet-strength Kraft Paper landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Wet-strength Kraft Paper portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Wet-strength Kraft Paper market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Wet-strength Kraft Paper and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Wet-strength Kraft Paper.

This report presents a comprehensive overview, market shares, and growth opportunities of Wet-strength Kraft Paper market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Bleached Kraft Papers

Natural Kraft Papers

Segmentation by Basis Weight:

Lightweight Kraft Paper(80 gsm)

Segmentation by Application:

Foodservice Packaging

Cold Chain Packaging

Industrial Packaging

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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 Addressed in this Report

What is the 10-year outlook for the global Wet-strength Kraft Paper market?

What factors are driving Wet-strength Kraft Paper market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Wet-strength Kraft Paper market opportunities vary by end market size?

How does Wet-strength Kraft Paper break out by Type, by Application?

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