

# Paper Bags - Company Evaluation Report, 2025

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## Abstracts

The Topic Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Topic. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and industry trends. MarketsandMarkets 360 Quadrants evaluated over 102 companies, of which the Top 10 Topic Companies were categorized and recognized as quadrant leaders.

Paper bags are a common packaging and carrying solution made from paper, most often kraft paper, which is valued for its durability and strength. Widely used across the retail, grocery, and food service industries, they serve as a functional alternative to plastic bags. Available in a variety of styles, from simple flat-bottomed grocery sacks to premium, branded retail bags with twisted or flat handles, they are often positioned as a more sustainable option due to their renewable raw material source (wood pulp) and their biodegradability compared to conventional plastics.

The single largest driver for the paper bag market is the powerful global anti-plastic movement. This trend is heavily supported by government legislation in numerous countries and cities that restricts or outright bans single-use plastic bags, compelling retailers to adopt paper-based alternatives. Strong consumer sentiment favoring sustainable and recyclable packaging has also been a major catalyst, as brands use paper bags to enhance their eco-friendly image. The continued growth of the food delivery and takeaway sector further fuels demand for sturdy and presentable paper packaging.

However, paper bags are not without their environmental and practical drawbacks. They are generally more expensive to produce and have a larger carbon footprint in their manufacturing and transport phases than lightweight plastic bags. Their primary functional weakness is a lack of durability when exposed to moisture, which limits their

potential for reuse. The production process is also resource-intensive, requiring significant amounts of wood, water, and energy, which raises sustainability concerns if the pulp is not sourced from responsibly managed forests. They also face competition from more durable, reusable fabric bags.

The 360 Quadrant maps the Topic companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Topic quadrant. The top criteria for product footprint evaluation included Product Type [Sewn Open Mouth, Pinched Bottom Open Mouth, Pasted Valve, Pasted Open Mouth, Flat Bottom], Thickness [1 Ply, 2 Ply, 3 Ply, Over 3 Ply [Brown Kraft Paper, White Kraft Paper], End Use [Food Service, Retail, E-Commerce, Industrial, Other End Uses].

#### Key Players:

Major vendors in the Topic market are Mondi Group (UK), International Paper (US), OJI Holdings Corporation (Japan), Smurfit Kappa (Ireland), DS Smith (UK), Stora Enso (Finland), DS Smith (UK), Stora Enso (Finland), Novolex (US) and Wisconsin Converting Inc. (US). These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

#### Top three companies:

##### Mondi Group (UK)

Mondi Group is a global leader in sustainable packaging and paper, with a strong, integrated value chain from forestry to conversion. The company provides a wide range of products, including corrugated packaging for e-commerce, innovative flexible packaging for consumer goods, and uncoated fine paper. Mondi's core strategy is to lead the shift to a circular economy by developing sustainable, paper-based solutions where possible and recyclable plastic packaging when useful. This focus on innovation and sustainability solidifies its position as a key partner for global brands seeking to reduce their environmental footprint.

##### International Paper (US)

International Paper is a global leader in fiber-based packaging, operating as one of the world's largest producers of containerboard and corrugated boxes. The US-based company's core business is providing essential industrial packaging that enables global

commerce and e-commerce. Its strategy is centered on leveraging its immense scale for cost leadership in North America while pursuing strategic acquisitions to expand its international footprint. With a disciplined focus on its core packaging business, the company is positioned to capitalize on the sustained demand for sustainable, fiber-based solutions worldwide.

#### OJI Holdings Corporation (Japan)

OJI Holdings is a leading Japanese pulp and paper company and a major force in the Asia-Pacific region. The company has a highly diversified portfolio, including industrial packaging, household consumer products like tissues, specialty functional materials, and vast forest resources. OJI's strategy is focused on expanding its presence in high-growth overseas markets, particularly Southeast Asia, while shifting its product mix from printing paper towards packaging. By leveraging its sustainable forestry assets, the company aims to be a leading provider of renewable, wood-based solutions for a growing global population.

## Contents

### 1 INTRODUCTION

- 1.1 MARKET DEFINITION
- 1.2 INCLUSIONS AND EXCLUSIONS
- 1.3 STAKEHOLDERS

### 2 EXECUTIVE SUMMARY

### 3 MARKET OVERVIEW

- 3.1 INTRODUCTION
- 3.2 MARKET DYNAMICS
  - 3.2.1 DRIVERS
    - 3.2.1.1 Increasing consumer preference for eco-friendly products
    - 3.2.1.2 Rising demand from e-commerce sector
    - 3.2.1.3 Government regulations and bans on single-use plastics
  - 3.2.2 RESTRAINTS
    - 3.2.2.1 High cost of production
    - 3.2.2.2 Limited durability in wet conditions
  - 3.2.3 OPPORTUNITIES
    - 3.2.3.1 Expansion into non-grocery sectors
    - 3.2.3.2 Introducing paper bags with functional features
    - 3.2.3.3 Leveraging customization for eco-friendly branding
  - 3.2.4 CHALLENGES
    - 3.2.4.1 Environmental impact of paper production and recycling
    - 3.2.4.2 Insufficient infrastructure for recycling paper bags

### 4 INDUSTRY TRENDS

- 4.1 PORTER'S FIVE FORCES ANALYSIS
  - 4.1.1 THREAT OF SUBSTITUTES
  - 4.1.2 THREAT OF NEW ENTRANTS
  - 4.1.3 BARGAINING POWER OF SUPPLIERS
  - 4.1.4 BARGAINING POWER OF BUYERS
  - 4.1.5 INTENSITY OF COMPETITIVE RIVALRY
- 4.2 VALUE CHAIN ANALYSIS
- 4.3 ECOSYSTEM ANALYSIS

- 4.4 KEY CONFERENCES & EVENTS, 2025
- 4.5 PATENT ANALYSIS
- 4.6 TECHNOLOGY ANALYSIS
  - 4.6.1 KEY TECHNOLOGIES
    - 4.6.1.1 Automated paper bag manufacturing machines
    - 4.6.1.2 Advanced printing technologies
  - 4.6.2 COMPLEMENTARY TECHNOLOGIES
    - 4.6.2.1 Recycling and re-pulping processes
    - 4.6.2.2 Smart packaging solutions
- 4.7 IMPACT OF GEN AI ON PAPER BAGS MARKET
- 4.8 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS

## **5 COMPETITIVE LANDSCAPE**

- 5.1 OVERVIEW
- 5.2 KEY PLAYER STRATEGIES/RIGHT TO WIN
- 5.3 REVENUE ANALYSIS, 2019–2023
- 5.4 MARKET SHARE ANALYSIS, 2023
- 5.5 COMPANY VALUATION AND FINANCIAL METRICS, 2023
- 5.6 BRAND/PRODUCT COMPARISON
- 5.7 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023
  - 5.7.1 STARS
  - 5.7.2 EMERGING LEADERS
  - 5.7.3 PERVASIVE PLAYERS
  - 5.7.4 PARTICIPANTS
  - 5.7.5 COMPANY FOOTPRINT: KEY PLAYERS, 2023
    - 5.7.5.1 Company footprint
    - 5.7.5.2 Regional footprint
    - 5.7.5.3 Product type footprint
    - 5.7.5.4 Material footprint
    - 5.7.5.5 End-use footprint
- 5.8 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023
  - 5.8.1 PROGRESSIVE COMPANIES
  - 5.8.2 RESPONSIVE COMPANIES
  - 5.8.3 DYNAMIC COMPANIES
  - 5.8.4 STARTING BLOCKS
  - 5.8.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2023
    - 5.8.5.1 Detailed list of key startups/SMEs
    - 5.8.5.2 Competitive benchmarking of key startups/SMEs

## 5.9 COMPETITIVE SCENARIO

### 5.9.1 PRODUCT LAUNCHES

### 5.9.2 DEALS

### 5.9.3 EXPANSIONS

### 5.9.4 OTHER DEVELOPMENTS

## 6 COMPANY PROFILES

### 6.1 KEY PLAYERS

#### 6.1.1 MONDI GROUP

##### 6.1.1.1 Business overview

##### 6.1.1.2 Products offered

##### 6.1.1.3 Recent developments

###### 6.1.1.3.1 Product launches

###### 6.1.1.3.2 Deals

###### 6.1.1.3.3 Expansions

##### 6.1.1.4 MnM view

###### 6.1.1.4.1 Right to win

###### 6.1.1.4.2 Strategic choices

###### 6.1.1.4.3 Weaknesses and competitive threats

#### 6.1.2 INTERNATIONAL PAPER

##### 6.1.2.1 Business overview

##### 6.1.2.2 Products offered

##### 6.1.2.3 Recent developments

###### 6.1.2.3.1 Deals

###### 6.1.2.3.2 Other developments

##### 6.1.2.4 MnM view

###### 6.1.2.4.1 Right to win

###### 6.1.2.4.2 Strategic choices

###### 6.1.2.4.3 Weaknesses and competitive threats

#### 6.1.3 SMURFIT KAPPA

##### 6.1.3.1 Business overview

##### 6.1.3.2 Products offered

##### 6.1.3.3 Recent developments

###### 6.1.3.3.1 Deals

###### 6.1.3.3.2 Expansions

##### 6.1.3.4 MnM view

###### 6.1.3.4.1 Right to win

###### 6.1.3.4.2 Strategic choices

- 6.1.3.4.3 Weaknesses and competitive threats
- 6.1.4 OJI HOLDINGS CORPORATION
  - 6.1.4.1 Business overview
  - 6.1.4.2 Products offered
  - 6.1.4.3 Recent developments
    - 6.1.4.3.1 Deals
  - 6.1.4.4 MnM view
    - 6.1.4.4.1 Right to win
    - 6.1.4.4.2 Strategic choices
    - 6.1.4.4.3 Weaknesses and competitive threats
- 6.1.5 DS SMITH
  - 6.1.5.1 Business overview
  - 6.1.5.2 Products offered
  - 6.1.5.3 Recent developments
    - 6.1.5.3.1 Deals
    - 6.1.5.3.2 Expansions
  - 6.1.5.4 MnM view
    - 6.1.5.4.1 Right to win
    - 6.1.5.4.2 Strategic choices
    - 6.1.5.4.3 Weaknesses and competitive threats
- 6.1.6 STORA ENSO
  - 6.1.6.1 Business overview
  - 6.1.6.2 Products offered
  - 6.1.6.3 Recent developments
    - 6.1.6.3.1 Expansions
  - 6.1.6.4 MnM view
    - 6.1.6.4.1 Right to win
    - 6.1.6.4.2 Strategic choices
    - 6.1.6.4.3 Weaknesses and competitive threats
- 6.1.7 NOVOLEX
  - 6.1.7.1 Business overview
  - 6.1.7.2 Products offered
  - 6.1.7.3 MnM view
- 6.1.8 WISCONSIN CONVERTING, INC.
  - 6.1.8.1 Business overview
  - 6.1.8.2 Products offered
  - 6.1.8.3 Wisconsin Converting, Inc.: Products offered
  - 6.1.8.4 MnM view
- 6.1.9 PAPIER-METTLER

- 6.1.9.1 Business overview
- 6.1.9.2 Products offered
- 6.1.9.3 MnM view
- 6.1.10 PAPERBAGS LTD
  - 6.1.10.1 Business overview
  - 6.1.10.2 Products offered
  - 6.1.10.3 MnM view
- 6.2 OTHER PLAYERS
  - 6.2.1 WELTON BIBBY & BARON
  - 6.2.2 YORK PAPER COMPANY LTD
  - 6.2.3 LANGSTON COMPANIES, INC.
  - 6.2.4 PROAMPAC
  - 6.2.5 BAGINCO INTERNATIONAL
  - 6.2.6 GSD VERPACKUNGEN GERHARD SCH?RHOLZ GMBH
  - 6.2.7 PRIMEPAC INDUSTRIAL LIMITED
  - 6.2.8 ECOBAGS NZ
  - 6.2.9 MCNAIRN PACKAGING
  - 6.2.10 ALYA PACKAGING
  - 6.2.11 GILCHRIST BAG MANUFACTURING LLC
  - 6.2.12 KENT PAPER
  - 6.2.13 ADEERA PACKAGING PVT. LTD.
  - 6.2.14 CEE SCHISLER PACKAGING SOLUTIONS
  - 6.2.15 FALCON PACK

## **7 APPENDIX**

- 7.1 RESEARCH METHODOLOGY
  - 7.1.1 RESEARCH DATA
    - 7.1.1.1 Secondary data
    - 7.1.1.2 Primary data
  - 7.1.2 RESEARCH ASSUMPTIONS
  - 7.1.3 RESEARCH LIMITATIONS
  - 7.1.4 RISK ASSESSMENT
- 7.2 COMPANY EVALUATION MATRIX: METHODOLOGY
- 7.3 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

- TABLE 1 PAPER BAGS MARKET: PORTER'S FIVE FORCES ANALYSIS
- TABLE 2 ROLES OF COMPANIES IN PAPER BAGS MARKET ECOSYSTEM
- TABLE 3 KEY CONFERENCES & EVENTS, 2025
- TABLE 4 LIST OF PATENTS FOR PAPER BAGS (2013–2023)
- TABLE 5 OVERVIEW OF STRATEGIES DEPLOYED BY KEY PAPER BAG MARKET PLAYERS
- TABLE 6 PAPER BAGS MARKET: DEGREE OF COMPETITION, 2023
- TABLE 7 PAPER BAGS MARKET: REGIONAL FOOTPRINT
- TABLE 8 PAPER BAGS MARKET: PRODUCT TYPE FOOTPRINT
- TABLE 9 PAPER BAGS MARKET: MATERIAL FOOTPRINT
- TABLE 10 PAPER BAGS MARKET: END-USE FOOTPRINT
- TABLE 11 PAPER BAGS MARKET: KEY STARTUPS/SMES
- TABLE 12 PAPER BAGS MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES
- TABLE 13 PAPER BAGS MARKET: PRODUCT LAUNCHES, JANUARY 2021–DECEMBER 2024
- TABLE 14 PAPER BAGS MARKET: DEALS, JANUARY 2021–DECEMBER 2024
- TABLE 15 PAPER BAGS MARKET: EXPANSIONS, JANUARY 2021–DECEMBER 2024
- TABLE 16 PAPER BAGS MARKET: OTHER DEVELOPMENTS, JANUARY 2021–DECEMBER 2024
- TABLE 17 MONDI GROUP: COMPANY OVERVIEW
- TABLE 18 MONDI GROUP: PRODUCTS OFFERED
- TABLE 19 MONDI GROUP: PRODUCT LAUNCHES, JANUARY 2021–DECEMBER 2024
- TABLE 20 MONDI GROUP: DEALS, JANUARY 2021–DECEMBER 2024
- TABLE 21 MONDI GROUP: EXPANSIONS, JANUARY 2021–DECEMBER 2024
- TABLE 22 INTERNATIONAL PAPER: COMPANY OVERVIEW
- TABLE 23 INTERNATIONAL PAPER: PRODUCTS OFFERED
- TABLE 24 INTERNATIONAL PAPER: DEALS, JANUARY 2021–DECEMBER 2024
- TABLE 25 INTERNATIONAL PAPER: OTHER DEVELOPMENTS, JANUARY 2021–DECEMBER 2024
- TABLE 26 SMURFIT KAPPA: COMPANY OVERVIEW
- TABLE 27 SMURFIT KAPPA: PRODUCTS OFFERED
- TABLE 28 SMURFIT KAPPA: DEALS, JANUARY 2021–DECEMBER 2024
- TABLE 29 SMURFIT KAPPA: EXPANSIONS, JANUARY 2021–DECEMBER 2024

TABLE 30 OJI HOLDINGS CORPORATION: COMPANY OVERVIEW

TABLE 31 OJI HOLDINGS CORPORATION: PRODUCTS OFFERED

TABLE 32 OJI HOLDINGS CORPORATION: DEALS, JANUARY 2021–DECEMBER 2024

TABLE 33 DS SMITH: COMPANY OVERVIEW

TABLE 34 DS SMITH: PRODUCTS OFFERED

TABLE 35 DS SMITH: DEALS, JANUARY 2021–DECEMBER 2024

TABLE 36 DS SMITH: EXPANSIONS, JANUARY 2021–DECEMBER 2024

TABLE 37 STORA ENSO: COMPANY OVERVIEW

TABLE 38 STORA ENSO: PRODUCTS OFFERED

TABLE 39 STORA ENSO: EXPANSIONS, JANUARY 2021–DECEMBER 2024

TABLE 40 NOVOLEX: COMPANY OVERVIEW

TABLE 41 NOVOLEX: PRODUCTS OFFERED

TABLE 42 WISCONSIN CONVERTING, INC.: COMPANY OVERVIEW

TABLE 43 PAPIER-METTLER: COMPANY OVERVIEW

TABLE 44 PAPIER-METTLER: PRODUCTS OFFERED

TABLE 45 PAPERBAGS LTD: COMPANY OVERVIEW

TABLE 46 PAPERBAGS LTD: PRODUCTS OFFERED

TABLE 47 WELTON BIBBY & BARON: COMPANY OVERVIEW

TABLE 48 YORK PAPER COMPANY LTD: COMPANY OVERVIEW

TABLE 49 LANGSTON COMPANIES, INC.: COMPANY OVERVIEW

TABLE 50 PROAMPAC: COMPANY OVERVIEW

TABLE 51 BAGINCO INTERNATIONAL: COMPANY OVERVIEW

TABLE 52 GSD VERPACKUNGEN GERHARD SCHWABERHOLZ GMBH: COMPANY OVERVIEW

TABLE 53 PRIMEPAC INDUSTRIAL LIMITED: COMPANY OVERVIEW

TABLE 54 ECOBAGS NZ: COMPANY OVERVIEW

TABLE 55 MCNAIRN PACKAGING: COMPANY OVERVIEW

TABLE 56 ALYA PACKAGING: COMPANY OVERVIEW

TABLE 57 GILCHRIST BAG MANUFACTURING LLC: COMPANY OVERVIEW

TABLE 58 KENT PAPER: COMPANY OVERVIEW

TABLE 59 ADEERA PACKAGING PVT. LTD.: COMPANY OVERVIEW

TABLE 60 CEE SCHISLER PACKAGING SOLUTIONS: COMPANY OVERVIEW

TABLE 61 FALCON PACK: COMPANY OVERVIEW

## List Of Figures

### LIST OF FIGURES

FIGURE 1 PASTED VALVE PRODUCT TYPE TO LEAD PAPER BAGS MARKET DURING FORECAST PERIOD

FIGURE 2 1 PLY THICKNESS SEGMENT TO DOMINATE MARKET IN 2029

FIGURE 3 BROWN KRAFT PAPER TO DOMINATE MATERIAL SEGMENT DURING FORECAST PERIOD

FIGURE 4 FOOD SERVICE END USE SEGMENT TO LEAD MARKET DURING FORECAST PERIOD

FIGURE 5 ASIA PACIFIC ACCOUNTED FOR LARGEST SHARE OF PAPER BAGS MARKET IN 2023

FIGURE 6 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN PAPER BAGS MARKET

FIGURE 7 GLOBAL B2B E-COMMERCE SALES GROWTH, 2017–2026

FIGURE 8 GLOBAL B2C E-COMMERCE SALES GROWTH, 2023–2027

FIGURE 9 PAPER BAGS MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 10 PAPER BAGS MARKET: VALUE CHAIN ANALYSIS

FIGURE 11 PAPER BAGS MARKET: ECOSYSTEM ANALYSIS

FIGURE 12 PATENTS APPLIED AND GRANTED (2013–2023)

FIGURE 13 PAPER BAGS MARKET: TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS

FIGURE 14 PAPER BAGS MARKET: REVENUE ANALYSIS OF KEY PLAYERS, (2019–2023)

FIGURE 15 PAPER BAGS MARKET SHARE ANALYSIS, 2023

FIGURE 16 COMPANY VALUATION, 2023 (USD MILLION)

FIGURE 17 PAPER BAGS MARKET: EV/EBITDA OF KEY VENDORS, 2023

FIGURE 18 PAPER BAGS MARKET: BRAND/PRODUCT COMPARISON

FIGURE 19 PAPER BAGS MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2023

FIGURE 20 PAPER BAGS MARKET: OVERALL COMPANY FOOTPRINT

FIGURE 21 PAPER BAGS MARKET: COMPANY EVALUATION MATRIX (STARTUPS/SMES), 2023

FIGURE 22 MONDI GROUP: COMPANY SNAPSHOT

FIGURE 23 INTERNATIONAL PAPER: COMPANY SNAPSHOT

FIGURE 24 SMURFIT KAPPA: COMPANY SNAPSHOT

FIGURE 25 OJI HOLDINGS CORPORATION: COMPANY SNAPSHOT

FIGURE 26 DS SMITH: COMPANY SNAPSHOT

FIGURE 27 STORA ENSO: COMPANY SNAPSHOT

## FIGURE 28 PAPER BAGS MARKET: RESEARCH DESIGN

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