

# **Paper Packaging & Paperboard Packaging Market by Grade (SBS, CUK, FBB, WLC, Glassine & Greaseproof, Label Paper), Application (Food, Beverage, Healthcare, Personal & Home Care), & by Type (Corrugated Box, Boxboard, Flexible Paper) - Trends & Forecast to 2020**

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## **Abstracts**

The demand for paper & paperboard packaging solutions has attracted significant demand that has led to paper & paperboard packaging solutions being widely adopted by manufacturers worldwide to provide packaging solutions to their consumers. It is expected that paper & paperboard packaging solutions will soon become the most widely used packaging solution and should surpass plastic packaging solutions. Paper & paperboard packaging solutions are more suitable and inclusive in the ecosystem compared to any other type of packaging form. It also has an increased interest amongst eco-friendly consumers who have a strong opposition towards plastic packaging products due to its negative environmental properties. Paper & paperboard packaging products are considered better in terms of recycling.

Paper & paperboard packaging solutions have an extensive usage across industries. This packaging is widely used in the food, beverages, healthcare, personal & home care, and other sectors such as education & stationary, freight, and construction. Paper & paperboard is used to make cartons, boxes, liquid packaging products, labels, and many more packaging products. Consulting services are also provided by manufactures to help consumers choose the most effective packaging solution.

The bigger players in the market have a diversified packaging solutions portfolio, capital available for extensive research & development and the financial strength to sustain

them. For the paper & paperboard packaging industry, it is essential to have a strong research & development team providing innovative packaging solutions that would meet customer requirements, case by case. New entrants find it difficult to compete against established players in this regard as they lack the capital required and skilled manpower to match the established competitors.

In this industry, the switching costs for the consumers are not very high. Due to this, the market is filled with intense competition. New product launches, mergers & acquisitions, and partnerships and expansions are the key strategies adopted by market players to ensure their growth in the market.

The key players adopted both organic and inorganic growth strategies of development, but inorganic growth strategies were more widely adopted such as acquisitions and partnerships & agreements to increase their scope in the market. These companies aimed at strengthening their position in the developed markets of Europe and North America and also develop a strong foothold in the ever growing paper & paperboard packaging markets of the Asia-Pacific region and the Middle East. The companies invested considerably to acquire paper & paperboard mills and businesses of local as well as established market players to reinforce their market position in the particular region.

The paper & paperboard packaging solutions have varied applications. They are used across industries such as food, beverage, healthcare, personal & home care, education & stationary, construction, and electronics. In the food industry, it is used to package fruits, vegetables, meat, and ice cream. The beverage industry involves packaging of milk and juices. For the healthcare industry, it is used to package pharmaceutical products and medicines.

The key players in the market are Amcor Limited (Australia), ITC Limited (India), Cascades Inc. (Canada), RockTenn Company (U.S.), Clearwater Paper Corporation (U.S.), Packaging Corporation of America (U.S.), DS Smith PLC (U.K.), Mondi Group (South Africa), Metsa Group (Finland) and International Paper (U.S.). In this report, the global paper & paperboard packaging market is segmented into grade, application, type, and geography.

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