

ASEAN Paper Industry Research Report 2026-2030

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Abstracts

The ASEAN paper industry has maintained steady growth in recent years, driven primarily by economic development, population growth, urbanization and consumption upgrading.

With the rapid expansion of the e-commerce, packaging, food and beverage, and express logistics industries, market demand for packaging cardboard, corrugated cartons, and household paper continues to rise.

Vietnam, Indonesia, Thailand, Malaysia, and the Philippines are the region's major paper-consuming nations. The growth rate of demand for packaging paper and tissue paper is significantly higher than that for traditional cultural paper.

low labor costs attract global paper companies to transfer production capacity to the region.

Nine Dragons Paper acquired Vietnam's Cheng Yang Paper Mill in 2008 and completed the Phase II expansion of its Vietnam base in 2017.

Nine Dragons also made acquisitions and investments in Malaysia's paper mills in 2019 and 2021, planning a pulp and paper project with an annual capacity of 2.3 million tons in Banting, Selangor.

Japan's Marubeni Corporation also announced new capacity investments in Vietnam in 2019, aiming to produce 350,000 tons of corrugated cardboard annually.

According to estimates of CRI, From 2021 to 2025, market growth in Southeast Asia's paper industry exhibited a differentiated trend across the region, with the market size expanding from USD 25.57 billion to USD 29.84 billion.

CRI forecasts that the Southeast Asian paper industry will develop robustly from 2026 to 2030, reaching a market size of USD 38.29 billion with 5.1% CAGR.

CRI recommends that global paper and paper products enterprises, raw material suppliers, consumer goods purchasers and investment institutions conduct timely market research on the ASEAN region to prepare for their strategic entry into the ASEAN energy management system market.

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