

Machine Glazed Kraft Paper Market Forecasts to 2030 – Global Analysis By Product Type (Natural Kraft Paper and Bleached Kraft Paper), Basis Weight (Up to 40 GSM, 41 to 70 GSM, 71 to 100 GSM and Above 100 GSM), Grade, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Machine Glazed Kraft Paper Market is accounted for \$14.06 billion in 2024 and is expected to reach \$20.98 billion by 2030 growing at a CAGR of 6.9% during the forecast period. Machine-glazed kraft paper is a glossy, high-strength paper that is frequently used in packaging. Through a specialized glazing process, one side of the paper is pressed up against a highly polished drying cylinder, giving the other side a rough, uncoated texture and the other side a smooth, shiny surface. This combination maintains high durability and resistance to tearing while offering exceptional printability. Machine-glazed kraft paper's exceptional strength, flexibility, and environmentally friendly qualities make it a popular choice for industrial applications, shopping bags, food packaging, and wrapping materials.

According to the United Nations Economic Commission for Europe (UNECE) and the Food and Agriculture Organization (FAO), total wood pulp production in 2022 fell by 1.6% to 39.0 million tonnes.

Market Dynamics:

Driver:

Growing interest in eco-friendly packaging

Sustainability is a major trend shaping the packaging industry, with increasing awareness among consumers and businesses about the environmental impact of plastic waste. Machine-glazed kraft paper is a better option because it is recyclable, compostable, and biodegradable. A lot of companies are using sustainable packaging to fulfill their CSR obligations and adhere to environmentally friendly laws. Moreover, the demand for machine-glazed kraft paper is increased by consumer preference for eco-friendly packaging, which affects sectors like food, retail, and cosmetics to switch to paper-based materials.

Restraint:

Price fluctuations for raw materials

The main ingredients used to make machine-glazed kraft paper are wood pulp and recycled fibers, both of which can fluctuate in price due to changes in supply and demand, trade policies, and environmental regulations. The total cost of manufacturing is increased by the growing cost of sustainable forestry management, energy use in pulp production, and transportation costs. Additionally, manufacturers are under financial strain due to global supply chain disruptions like shortages of raw materials and higher import taxes on paper, which makes it challenging to keep end-user prices steady.

Opportunity:

Innovations in kraft paper manufacturing technology

Technological developments in papermaking have enhanced machine-glazed kraft paper's strength, quality, and personalization possibilities. New developments in coatings, water-resistant treatments, and printing techniques are expanding its applications in various industries. Kraft paper is becoming an even more alluring substitute for plastic packaging owing to innovations like bio-based coatings, grease resistance without wax, and antimicrobial paper formulations. Furthermore, businesses can access new markets and applications by investing in high-performance machine-glazed kraft paper solutions.

Threat:

Competition from other packaging materials

Kraft paper is in high demand due to sustainability, but it faces serious competition from other environmentally friendly packaging materials. Reusable fabric packaging, compostable films, molded fiber, and bioplastics are becoming competitive substitutes in the field of sustainable packaging. Machine-glazed kraft paper may lose market share to businesses investing in more affordable, modern biodegradable alternatives. Moreover, innovations in high-barrier paper-based packaging that are more resistant to oxygen, grease, and moisture may also surpass the use of kraft paper in conventional applications.

Covid-19 Impact:

The market for machine-glazed kraft paper was affected by the COVID-19 pandemic in a number of ways, including both growth prospects and disruptions. On the one hand, production and distribution were impacted by labor shortages, supply chain interruptions, and shortages of raw materials, which resulted in cost increases and delays. The industrial and commercial packaging sectors' demand was also lowered by lockdowns and economic downturns. But because of the pandemic's acceleration of the e-commerce boom and the demand for food packaging, there is a greater need for sustainable paper-based solutions, such as machine-glazed kraft paper for grocery bags, online retail packaging, and takeout food containers.

The Wraps segment is expected to be the largest during the forecast period

The Wraps segment is expected to account for the largest market share during the forecast period. This dominance is explained by the widespread use of machine-glazed kraft paper in the production of industrial, gift, and food wraps. It is perfect for packaging applications that demand both durability and aesthetic appeal because of its special qualities, which include high tensile strength, moisture resistance, and a smooth glossy finish on one side. Additionally, the demand in this market is further supported by the fact that the food and beverage industry, in particular, depends significantly on these wraps to maintain product freshness and hygiene.

The Food & Beverages segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Food & Beverages segment is predicted to witness the highest growth rate. This growth is mostly due to the growing need for environmentally friendly and sustainable packaging solutions in the food industry. Machine-glazed kraft

paper is perfect for packaging applications like food product wraps, bags, and pouches because of its exceptional strength and printability. Increased consumer awareness of environmental issues and the move to biodegradable packaging materials have also fuelled the use of kraft paper in this industry. Moreover, tight government regulations that forbid single-use plastics have also encouraged food and beverage companies to switch to paper-based packaging, which has fuelled market growth in this segment.

Region with largest share:

During the forecast period, the Asia-Pacific region is expected to hold the largest market share. The main cause of this dominance is the region's inexpensive labor and production resources, which have drawn manufacturers of machine-glazed paper to establish operations in nations like China, Japan, and India. The market for machine-glazed kraft paper in the region has also been boosted by the fast expansion of the food and beverage industries in these nations, which has raised demand for environmentally friendly packaging options.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR. Fast industrialization and the growth of the food and beverage sector, especially in nations like China, Japan, and South Korea, are the main drivers of this growth. Machine-glazed kraft paper is being used more and more to package fast food items and takeout deliveries. Furthermore, both domestic and international paper manufacturers have made large investments in the area in an effort to take advantage of the growing middle class and the globalization of supply chains.

Key players in the market

Some of the key players in Machine Glazed Kraft Paper market include Mondi Group, DS Smith Plc, Sappi Limited, Procter & Gamble, International Paper Company, WestRock Company, Nippon Paper Industries Co., Ltd., Smurfit Kappa Group PLC, Heinzl Group, SCG Packaging Public Company Limited, Verso Corporation, Oji Holdings Corporation, Stora Enso Oyj., Rengo Co. Ltd. and UPM-Kymmene Corporation.

Key Developments:

In February 2025, Nippon Paper Industries Co., Sumitomo Corporation and Green Earth

Institute Co. have reached an agreement to establish a joint venture company, Morisora Bio Refinery LLC, which will focus on the production and sale of bioethanol and biochemicals derived from woody biomass.

In October 2024, Mondi announces that it has entered into an agreement to acquire the German, Benelux and UK corrugated converting and solid board operations of Schumacher Packaging. The recycled corrugated case material mill Cartiere Modesto Cardella near Lucca, Italy and the Nyrsko site in Czech Republic are not affected by the transaction.

In July 2024, Smurfit Kappa has closed its transaction to acquire WestRock. Smurfit Westrock now becomes one of the world's largest packaging companies. Smurfit Westrock is headquartered in Dublin, where Smurfit Kappa was based, and the North and South American headquarters is in Atlanta. Smurfit Kappa shareholders will have 50.4% ownership of the new company.

Product Types Covered:

Natural Kraft Paper

Bleached Kraft Paper

Basis Weights Covered:

Up to 40 GSM

41 to 70 GSM

71 to 100 GSM

Above 100 GSM

Grades Covered:

Unbleached

Bleached

Applications Covered:

Bags & Pouches

Sacks

Wraps

Labels & Release Liners

Envelopes

Coating & Lamination

Trays

Cups & Bowls

Other Applications

End Users Covered:

Food & Beverages

Healthcare

Electrical & Electronics

Automotive

Personal Care & Cosmetics

Textile

Building & Construction

Household

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments

- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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