

# Machine Glazed Paper Market Forecasts to 2032 – Global Analysis By Type (Unbleached MG Paper, Bleached MG Paper, Coated MG Paper and Other Types), Finish Type, Basis Weight, Application, End User and By Geography

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## Abstracts

According to Statistics MRC, the Global Machine Glazed Paper Market is accounted for \$12.38 billion in 2025 and is expected to reach \$20.52 billion by 2032 growing at a CAGR of 6.8% during the forecast period. Machine glazed paper is a type of paper that is produced using a machine glazing process. It is characterized by its smooth, shiny surface on one side, which is achieved by passing the paper through a heated roll after it has been dried. The glossy side provides a high-quality finish, while the other side remains unglazed, offering better ink adhesion. MG paper is commonly used for printing purposes, especially for applications like magazines, brochures, and high-quality packaging materials due to its aesthetic appeal and smooth texture.

According to UN Environment Programme, around 36% of all plastics produced are used for packaging purpose, out of which 85% or 400 million tones ends up in landfills or as unregulated waste.

Market Dynamics:

Driver:

Growing demand for packaging

MG paper's smooth finish and strength make it ideal for producing high-quality packaging materials like wrapping paper, bags, and labels. As consumer preferences

shift toward eco-friendly and sustainable packaging solutions, MG paper, which is biodegradable and recyclable, has become a popular choice. Additionally, increased online shopping and the need for protective packaging further boost the demand for MG paper, contributing to the market's expansion.

#### Restraint:

##### Environmental concerns

Environmental concerns with MGP stem from its high energy consumption during production and reliance on chemical coatings, which contribute to pollution and waste. The pulp used in MGP manufacturing can also lead to deforestation and loss of biodiversity. Moreover, disposal of MGP can cause environmental harm due to its limited biodegradability. These factors altogether hamper the market growth.

#### Opportunity:

##### Advancements in paper manufacturing technology

Innovations in production processes, such as improved coating techniques and enhanced machine efficiency, have led to higher-quality MGP with better smoothness, gloss, and durability. These advancements allow manufacturers to meet diverse consumer demands, especially in packaging, labels, and printing sectors, where MGP is widely used. Additionally, automation and eco-friendly technologies have reduced production costs, making MGP more affordable. The ability to customize paper properties further supports its adoption, driving demand and expanding the market for MGP globally.

#### Threat:

##### Availability of substitutes

Substitutes for machine glazed paper include glossy paper, coated fine paper, and plastic-based materials like films and laminates. These alternatives often offer similar or superior qualities in terms of gloss, smoothness, and durability. The availability of these substitutes hampers MGP market growth by providing cost-effective and environmentally sustainable options, as many alternatives are recyclable or biodegradable.

### Covid-19 Impact:

The covid-19 pandemic had a mixed impact on the machine glazed paper market. On one hand, disruptions in supply chains and manufacturing processes led to a temporary decline in production. On the other hand, the increased demand for packaging, especially for e-commerce, food delivery, and medical supplies, boosted the need for MG paper. The rise in online shopping and the shift toward sustainable, eco-friendly packaging further contributed to its demand. However, economic uncertainties and reduced advertising budgets impacted the printing industry, causing a slowdown in some segments of the market.

The bleached MG paper segment is expected to be the largest during the forecast period

The bleached MG paper segment is expected to account for the largest market share during the forecast period. Bleached MG paper is a type of MG paper that undergoes a bleaching process to achieve a bright, clean, and high-quality finish. The bleaching enhances the paper's appearance, making it ideal for premium packaging and printing applications that require a pristine, glossy surface. Its smooth texture and superior printability make it a popular choice for products that need to stand out visually while maintaining eco-friendly characteristics.

The gift wrapping segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the gift wrapping segment is predicted to witness the highest growth rate due to its smooth, glossy finish and attractive appearance. The glossy side of the paper enhances the visual appeal of wrapped gifts, making it ideal for special occasions and luxury items. Its lightweight nature allows easy wrapping, while its ability to retain vibrant colours ensures a premium look. The paper's versatility also allows for customization through printing, adding personal touches to gift packaging.

### Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rising industrialization, urbanization, and increased demand for high-quality packaging materials. Countries like China, India, and Japan are major consumers, driven by booming e-commerce, food and beverage, and retail industries. The growing emphasis on sustainable packaging and eco-friendly solutions further accelerates the

demand for MG paper. Additionally, advancements in manufacturing technology and expanding printing industries in the region contribute to the market's expansion.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR driven by the increasing demand for premium packaging solutions in sectors like e-commerce, food and beverage, and cosmetics. The U.S. and Canada are major consumers of MG paper, fueled by a rising preference for glossy, high-quality packaging that enhances product appeal.

Key players in the market

Some of the key players in Machine Glazed Paper Market include Mondi Group, Oji Holdings Corporation, BillerudKorsnas, Canfor Corporation, SCG Packaging, Tolko Industries, Gascogne, Nordic Paper, KapStone Paper, Smurfit Kappa, WestRock, Fujian Qingshan Paper, Segezha Group, Tokushu Tokai Paper, Forsac, Natron-Hayat, Copamex, Daio Paper, Chuetsu Pulp & Paper and Horizon Pulp & Paper.

Key Developments:

In September 2023, Smurfit Kappa announced active negotiations to merge with U.S.-based WestRock. This strategic move is intended to strengthen their positions in the global paper and packaging industry, which may influence their MG paper products.

In January 5, 2021, Mondi acquired 90.38% of Olmuksan International Paper Ambalaj Sanayi ve Ticaret A. This acquisition aims to enhance Mondi's presence in the Turkish packaging market, potentially impacting its MG paper offerings.

Types Covered:

Unbleached MG Paper

Bleached MG Paper

Coated MG Paper

Other Types

**Finish Types Covered:**

Glossy MG Paper

Semi-Gloss MG Paper

Matte MG Paper

**Basis Weights Covered:**

Less than 30 GSM

30–50 GSM

50–80 GSM

Above 80 GSM

**Applications Covered:**

Flexible Packaging

Gift Wrapping

Bags & Pouches

Labels & Release Liners

Corrugated Liners

Envelopes & Wrapping Papers

Other Applications

**End Users Covered:**

Food & Beverages

Retail & E-commerce

Healthcare & Pharmaceuticals

Personal Care & Cosmetics

Automotives

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

*Machine Glazed Paper Market Forecasts to 2032 – Global Analysis By Type (Unbleached MG Paper, Bleached MG Paper...)*

- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- 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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