

# **Paper Packaging Market Forecasts to 2032 – Global Analysis By Product Type (Corrugated Boxes & Cases, Folding Cartons & Boxboards, Flexible Paper Packaging, Liquid Packaging Board (LPB), and Other Paper Packaging), Grade (Solid Bleached Sulfate, Coated Unbleached Kraft, Glassine & Greaseproof Paper, Label Paper, and Other Grades), End User and By Geography**

<https://marketpublishers.com/r/PD97EEE28304EN.html>

Date: July 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: PD97EEE28304EN

## **Abstracts**

According to Statistics MRC, the Global Paper Packaging Market is accounted for \$419.3 billion in 2025 and is expected to reach \$610.0 billion by 2032 growing at a CAGR of 5.5% during the forecast period. The paper packaging highlights sustainable, recyclable, and biodegradable solutions across food, beverages, healthcare, and consumer goods. It encompasses corrugated boxes, cartons, bags, and paperboard, driven by rising environmental awareness and strict regulations on plastics. Consumer demand for eco-friendly packaging and the retail shift toward e-commerce significantly boost growth. Advances in printing, coating, and barrier technologies are enhancing paper's durability and versatility. This market is positioned for strong expansion as industries worldwide transition toward greener alternatives and circular economy practices.

According to IBEF, India's paper and paperboard exports hit ₹13,963 crore in FY21–22, up nearly 80% YoY, driven by demand for sustainable packaging.

Market Dynamics:

## Driver:

### E-commerce Growth

As online shopping becomes ubiquitous, the demand for durable, lightweight, and protective shipping solutions like corrugated boxes has skyrocketed. Furthermore, packaging serves as a critical branding touchpoint for direct-to-consumer companies, fueling the need for high-quality, printed paperboard. This sector's relentless growth directly translates into sustained volume consumption for paper-based protective packaging, ensuring a steady and expanding revenue stream for manufacturers. The dependency of e-commerce logistics on paper packaging solidifies its role as a fundamental market driver.

## Restraint:

### Raw Material Shortages

Supply chain disruptions, logistical bottlenecks, and fluctuating availability of quality recycled content create price instability and production uncertainties for manufacturers. Additionally, environmental regulations governing forestry and recycling operations can further tighten supply. This restraint pressures profit margins and can hinder the ability to meet sudden surges in demand, potentially leading to increased costs for end-users and pushing them to explore more readily available alternatives.

## Opportunity:

### Product Diversification

A significant avenue for growth lies in product diversification, particularly through the development of advanced and value-added paper packaging solutions. This includes creating high-performance coatings for enhanced moisture or grease resistance, integrating smart packaging features, and innovating in lightweight yet sturdy designs. Moreover, there is a substantial opportunity in expanding the application of molded pulp for protective packaging of electronics and premium goods. By moving beyond standard offerings, companies can tap into higher-margin segments, cater to brand-specific needs, and solidify their competitive position in an evolving marketplace.

## Threat:

## Competition from Alternatives

The paper packaging industry faces a persistent threat from substitute materials, primarily flexible plastics and rigid polymers. While sustainability concerns are an advantage for paper, alternatives often offer superior functional properties like extreme durability, moisture barrier, and lower cost in certain applications. Additionally, innovations in biodegradable plastics and other novel materials blur the lines, challenging paper's environmental claim. This competition intensifies price pressure and necessitates continuous innovation from paper packaging producers to demonstrate that their solutions are not only eco-friendly but also functionally competitive for a wide range of products.

## Covid-19 Impact:

The pandemic had a dual impact on the paper packaging market. Initially, lockdowns disrupted supply chains and manufacturing, causing temporary slowdowns. However, the surge in e-commerce activity, coupled with heightened demand for packaged food, pharmaceuticals, and essential goods, led to a rapid and robust recovery. The crisis underscored the indispensability of packaging for global supply chains, accelerating the shift towards online retail. This period ultimately reinforced the market's fundamental strength, driving volume growth despite early operational challenges and solidifying its critical role in a distributed economy.

The corrugated boxes & cases segment is expected to be the largest during the forecast period

The corrugated boxes & cases segment is expected to account for the largest market share during the forecast period directly linked to the irreversible growth of e-commerce and logistics. Its inherent strength, lightweight nature, and excellent protective qualities make it the universal choice for shipping a vast array of goods. Furthermore, its high recyclability aligns perfectly with corporate sustainability goals, enhancing its appeal. The segment's versatility for various product sizes and its adaptability for high-quality printing for branding ensure its continued and essential role in the global supply chain, securing its leading position.

The coated unbleached kraft (CUK) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the coated unbleached kraft (CUK) segment is predicted to

witness the highest growth rate driven by its superior performance and aesthetic appeal. CUK offers an optimal balance, providing the natural strength and rustic look of unbleached fiber with the enhanced printability and surface smoothness of a coating. This makes it exceptionally popular for retail-ready packaging, beverage carriers, and fast-food containers where brand image is crucial. Moreover, as it avoids the energy-intensive bleaching process, it is often perceived as a more environmentally sound option, aligning with consumer preferences for sustainable yet high-quality packaging solutions.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share. This hegemony is fueled by a massive manufacturing base, a rapidly expanding e-commerce sector, and increasing urban populations with rising disposable incomes. Additionally, government initiatives promoting sustainable packaging in densely populated countries like China and India are accelerating the shift from plastic to paper. The region's dominance is further cemented by its role as a global export hub, which generates immense, consistent demand for industrial and consumer-grade paper packaging, making it the undeniable volume leader in the market.

Region with highest CAGR:

Over the forecast period, the Europe region is anticipated to exhibit the highest CAGR. This accelerated growth is predominantly propelled by the European Union's stringent regulations and directives, such as the Single-Use Plastics Directive, which actively discourages the use of plastic packaging. This regulatory push is creating a massive substitution effect towards paper-based alternatives. Furthermore, exceptionally high consumer awareness and demand for recyclable and compostable packaging are compelling brands to rapidly adopt paper solutions across diverse sectors, from food service to retail, creating a vibrant and fast-growing market for innovative paper packaging products.

Key players in the market

Some of the key players in Paper Packaging Market include International Paper, WestRock, Smurfit Kappa, DS Smith, Mondi Group, Stora Enso, UPM (UPM-Kymmene), Packaging Corporation of America (PCA), Graphic Packaging Holding Company, Klabin, Nine Dragons Paper Holdings, Georgia-Pacific, Oji Holdings Corporation, Mayr-Melnhof Karton (MMK), Huhtamaki, Amcor, Sappi Limited, and

Mets? Board Corporation.

#### Key Developments:

In August 2025, Finnish pulp and paper manufacturer Stora Enso has inaugurated its modern consumer packaging board production line at its Oulu mill in Finland, following a €1.1bn (\$1.2bn) investment. The investment is part of a larger €1.7bn investment in the site since 2019. This strategic move has enabled the conversion of former paper machines into state-of-the-art board lines, decreasing the mill's environmental impact by slashing carbon dioxide emissions by 90%.

In May 2025, Mondi, a global leader in sustainable packaging and paper, is pleased to announce that following the start-up of its state-of-the-art paper machine at its ?t?t? mill (Czech Republic) in December 2024, early production runs have demonstrated excellent results in terms of strength, runnability and consistent quality.

In November 2023, WestRock announced a partnership with Liberty Coca-Cola Beverages to replace 200,000 pounds of plastic annually with paper packaging solutions..

#### Product Types Covered:

Corrugated Boxes & Cases

Folding Cartons & Boxboards

Flexible Paper Packaging

Liquid Packaging Board (LPB)

Other Paper Packaging

#### Grades Covered:

Solid Bleached Sulfate (SBS)

Coated Unbleached Kraft (CUK)

Glassine & Greaseproof Paper

Label Paper

Other Grades

End Users Covered:

Food & Beverage

Personal Care & Cosmetics

Healthcare & Pharmaceuticals

Electronics & Consumer Goods

E-commerce & Logistics

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 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



## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL PAPER PACKAGING MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 Corrugated Boxes & Cases
- 5.3 Folding Cartons & Boxboards
- 5.4 Flexible Paper Packaging
- 5.5 Liquid Packaging Board (LPB)
- 5.6 Other Paper Packaging

## **6 GLOBAL PAPER PACKAGING MARKET, BY GRADE**

- 6.1 Introduction
- 6.2 Solid Bleached Sulfate (SBS)
- 6.3 Coated Unbleached Kraft (CUK)
- 6.4 Glassine & Greaseproof Paper
- 6.5 Label Paper
- 6.6 Other Grades

## **7 GLOBAL PAPER PACKAGING MARKET, BY END USER**

- 7.1 Introduction
- 7.2 Food & Beverage
- 7.3 Personal Care & Cosmetics
- 7.4 Healthcare & Pharmaceuticals
- 7.5 Electronics & Consumer Goods
- 7.6 E-commerce & Logistics
- 7.7 Other End Users

## **8 GLOBAL PAPER PACKAGING MARKET, BY GEOGRAPHY**

- 8.1 Introduction
- 8.2 North America
  - 8.2.1 US
  - 8.2.2 Canada
  - 8.2.3 Mexico
- 8.3 Europe
  - 8.3.1 Germany
  - 8.3.2 UK
  - 8.3.3 Italy

- 8.3.4 France
- 8.3.5 Spain
- 8.3.6 Rest of Europe
- 8.4 Asia Pacific
  - 8.4.1 Japan
  - 8.4.2 China
  - 8.4.3 India
  - 8.4.4 Australia
  - 8.4.5 New Zealand
  - 8.4.6 South Korea
  - 8.4.7 Rest of Asia Pacific
- 8.5 South America
  - 8.5.1 Argentina
  - 8.5.2 Brazil
  - 8.5.3 Chile
  - 8.5.4 Rest of South America
- 8.6 Middle East & Africa
  - 8.6.1 Saudi Arabia
  - 8.6.2 UAE
  - 8.6.3 Qatar
  - 8.6.4 South Africa
  - 8.6.5 Rest of Middle East & Africa

## **9 KEY DEVELOPMENTS**

- 9.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 9.2 Acquisitions & Mergers
- 9.3 New Product Launch
- 9.4 Expansions
- 9.5 Other Key Strategies

## **10 COMPANY PROFILING**

- 10.1 International Paper
- 10.2 WestRock
- 10.3 Smurfit Kappa
- 10.4 DS Smith
- 10.5 Mondi Group
- 10.6 Stora Enso

- 10.7 UPM (UPM-Kymmene)
- 10.8 Packaging Corporation of America (PCA)
- 10.9 Graphic Packaging Holding Company
- 10.10 Klabin
- 10.11 Nine Dragons Paper Holdings
- 10.12 Georgia-Pacific
- 10.13 Oji Holdings Corporation
- 10.14 Mayr-Melnhof Karton (MMK)
- 10.15 Huhtamaki
- 10.16 Amcor
- 10.17 Sappi Limited
- 10.18 Mets? Board Corporation

## List Of Tables

### LIST OF TABLES

Table 1 Global Paper Packaging Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Paper Packaging Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Paper Packaging Market Outlook, By Corrugated Boxes & Cases (2024-2032) (\$MN)

Table 4 Global Paper Packaging Market Outlook, By Folding Cartons & Boxboards (2024-2032) (\$MN)

Table 5 Global Paper Packaging Market Outlook, By Flexible Paper Packaging (2024-2032) (\$MN)

Table 6 Global Paper Packaging Market Outlook, By Liquid Packaging Board (LPB) (2024-2032) (\$MN)

Table 7 Global Paper Packaging Market Outlook, By Other Paper Packaging (2024-2032) (\$MN)

Table 8 Global Paper Packaging Market Outlook, By Grade (2024-2032) (\$MN)

Table 9 Global Paper Packaging Market Outlook, By Solid Bleached Sulfate (SBS) (2024-2032) (\$MN)

Table 10 Global Paper Packaging Market Outlook, By Coated Unbleached Kraft (CUK) (2024-2032) (\$MN)

Table 11 Global Paper Packaging Market Outlook, By Glassine & Greaseproof Paper (2024-2032) (\$MN)

Table 12 Global Paper Packaging Market Outlook, By Label Paper (2024-2032) (\$MN)

Table 13 Global Paper Packaging Market Outlook, By Other Grades (2024-2032) (\$MN)

Table 14 Global Paper Packaging Market Outlook, By End User (2024-2032) (\$MN)

Table 15 Global Paper Packaging Market Outlook, By Food & Beverage (2024-2032) (\$MN)

Table 16 Global Paper Packaging Market Outlook, By Personal Care & Cosmetics (2024-2032) (\$MN)

Table 17 Global Paper Packaging Market Outlook, By Healthcare & Pharmaceuticals (2024-2032) (\$MN)

Table 18 Global Paper Packaging Market Outlook, By Electronics & Consumer Goods (2024-2032) (\$MN)

Table 19 Global Paper Packaging Market Outlook, By E-commerce & Logistics (2024-2032) (\$MN)

Table 20 Global Paper Packaging Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East &

Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Paper Packaging Market Forecasts to 2032 – Global Analysis By Product Type (Corrugated Boxes & Cases, Folding Cartons & Boxboards, Flexible Paper Packaging, Liquid Packaging Board (LPB), and Other Paper Packaging), Grade (Solid Bleached Sulfate, Coated Unbleached Kraft, Glassine & Greaseproof Paper, Label Paper, and Other Grades), End User and By Geography

Product link: <https://marketpublishers.com/r/PD97EEE28304EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PD97EEE28304EN.html>