+357 96 030922
info@marketpublishers.com

Printing Paper Market Forecasts to 2032 – Global Analysis By Paper Type (Coated Paper, Uncoated Paper, Specialty Paper, Woodfree Paper, Wood-containing Paper, Other Paper Types), Paper Weight, Distribution Channel, Application, and By Geography

https://marketpublishers.com/r/PD1EE5FB368AEN.html
Date: June 2025
Pages: 150
Price: US$ 4,150.00 (Single User License)
ID: PD1EE5FB368AEN

Abstracts

According to Stratistics MRC, the Global Printing Paper Market is accounted for $80.88 billion in 2025 and is expected to reach $119.23 billion by 2032 growing at a CAGR of 5.7% during the forecast period. Printing paper is a specially manufactured paper designed for use in printers, copiers, and presses to produce text and images. It comes in various types, weights, and finishes to suit different printing needs, such as documents, books, newspapers, and marketing materials. Known for its smooth surface and consistent quality, printing paper ensures clear, sharp output and is widely used in offices, educational institutions, publishing, and commercial printing industries.

According to the European Commission, the EU economy generates around US$95.5 BN every year through printing on paper, textiles, or plastics.

Market Dynamics:

Driver:

Rise in publishing industry

The global rise in the publishing industry is fuelling demand for printing paper, as books, magazines, and newspapers continue to be widely circulated. Increasing literacy rates and educational expansion are driving the consumption of printed materials. Additionally, the growth of advertising in print media is supporting demand for high-

quality printing paper. Emerging markets are witnessing higher adoption of print publications despite digital alternatives. Specialty printing applications, including packaging and promotional materials, are further boosting market growth.

Restraint:

Digitalization and paperless trends

The ongoing digital transformation is reducing reliance on printed materials, impacting printing paper demand. With the rise of e-books, online news portals, and digital documentation, traditional paper-based applications are declining. Companies are shifting toward digital communication methods, limiting the need for printed documents. Government policies promoting paperless transactions are further restricting market expansion. As technology continues to advance, digital alternatives are expected to challenge traditional paper applications.

Opportunity:

Technological advancements in printing

Advanced digital and offset printing methods are enabling higher precision and faster production rates. Eco-friendly printing technologies, including waterless and UV-curable inks, are enhancing sustainability in the market. The growing demand for high-resolution prints in packaging and commercial applications presents a lucrative opportunity. Automated printing systems are improving cost efficiency and reducing waste, making printing paper more viable. Rising investments in research and development are expected to unlock new possibilities for printed media.

Threat:

High raw material costs

Fluctuations in raw material costs, particularly pulp and chemicals, pose a major challenge for the printing paper market. Supply chain disruptions and increased demand for wood-based resources have led to higher production expenses. Regulatory constraints on deforestation and environmental sustainability are adding to cost pressures. Trade restrictions and import tariffs on pulp materials are influencing regional market stability. Manufacturers are struggling to maintain profitability amid fluctuating resource availability.

Covid-19 Impact

The COVID-19 pandemic disrupted the printing paper industry due to lockdowns and supply chain restrictions. Reduced commercial activity affected print advertising and publishing, leading to a decline in demand. However, packaging and labelling applications experienced growth due to increased e-commerce transactions. Remote work and digital adoption accelerated paperless trends, impacting traditional printing needs. Post-pandemic, the market is gradually recovering as commercial printing regains momentum.

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

The coated paper segment is expected to account for the largest market share during the forecast period, due to its superior printability and durability. Coated paper is widely used in magazines, brochures, and packaging, supporting its strong demand. Enhanced aesthetics and ink retention make it a preferred choice for high-quality printing. The rise of premium packaging and branding efforts further fuels the segment’s growth.

The mass communication segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the mass communication segment is predicted to witness the highest growth rate, due to expanding media and advertising sectors. Print media remains a key component in marketing strategies, ensuring continued demand for paper-based advertising. The rise of educational materials and corporate communications contributes to printing paper consumption. Emerging economies with growing literacy rates further support market expansion.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to its strong manufacturing and packaging industries. Rapid industrialization and urbanization contribute to higher paper consumption across commercial applications. The region’s growing publishing sector, fuelled by education and marketing, supports sustained demand. Government initiatives promoting local paper production are bolstering market stability. Rising disposable incomes and consumer goods packaging expansion boost the industry.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to technological innovations and sustainable printing solutions. The growing emphasis on recycled paper and eco-friendly packaging accelerates market expansion. High-quality printing applications, including branded packaging and commercial prints, drive demand. Leading paper manufacturers in the region invest heavily in advanced production methods. Strong research initiatives in paper sustainability contribute to long-term growth.

Key players in the market

Some of the key players profiled in the Printing Paper Market include International Paper, Stora Enso, UPM-Kymmene Corporation, Oji Holdings Corporation, Nippon Paper Industries Co. Ltd., Sappi Limited, Mondi Group, Nine Dragons Paper Holdings Limited, Smurfit Kappa Group, WestRock, Georgia-Pacific LLC, Domtar Corporation, Kimberly-Clark Corporation, Asia Pulp & Paper, and SCA.

Key Developments:

In June 2025, Stora Enso is proud to launch a specialized pulp grade—UKP Nova E, an Unbleached Kraft Pulp (UKP) engineered specifically for electrical insulation papers. It meets stringent requirements for low electrical conductivity and high mechanical strength. This new product highlights the company’s commitment to sustainable innovation and the advancement of industry-leading UKP solutions.

In May 2025, UPM Plywood and the Industrial Union have signed the new collective labor agreement for UPM Plywood mills in Finland. The strikes at the mills are ending and work will start immediately. UPM Plywood and the Industrial Union have signed the new collective labor agreement, strikes at the mills in Finland are ending

Paper Types Covered:

- Coated Paper
- Uncoated Paper
- Specialty Paper

Woodfree Paper

Wood-containing Paper

Other Paper Types

Paper Weights Covered:

Below 80 GSM

80–100 GSM

100–150 GSM

Above 150 GSM

Distribution Channels Covered:

Online

Supermarkets/Hypermarkets

Specialty Stores

Retail Stores

Convenience Stores

Applications Covered:

Commercial Printing

Mass Communication

Educational Purposes

Printed Advertisement

Security Printing

Industrial

Newspapers

Other Applications

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

10 KEY DEVELOPMENTS

11 COMPANY PROFILING

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Printing Paper Market Forecasts to 2032 – Global Analysis By Paper Type (Coated Paper, Uncoated Paper, Specialty Paper, Woodfree Paper, Wood-containing Paper, Other Paper Types), Paper Weight, Distribution Channel, Application, and By Geography

Product link: https://marketpublishers.com/r/PD1EE5FB368AEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/PD1EE5FB368AEN.html