

Pulp and Paper Market Forecasts to 2032 – Global Analysis By Product Type (Pulp, Paper, Paperboard Other Product Types), Raw Material, Manufacturing Process, Application, End User and By Geography

<https://marketpublishers.com/r/P327DB04C6F5EN.html>

Date: April 2025

Pages: 150

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

ID: P327DB04C6F5EN

Abstracts

According to Statistics MRC, the Global Pulp and Paper Market is accounted for \$62.7 billion in 2025 and is expected to reach \$79.4 billion by 2032 growing at a CAGR of 3.0% during the forecast period. Paper and pulp refer to the materials and processes used in manufacturing paper-based products. Pulp, derived from wood, recycled paper, or plant-based sources like bamboo, undergoes mechanical or chemical processing to extract cellulose fibers, forming the foundation for paper production. The paper and pulp industry is a key sector supporting packaging, publishing, hygiene, and industrial applications. As sustainability concerns grow, the industry continues to evolve toward greater efficiency and environmental responsibility.

According to WAN-IFRA's World Press Trends 2016 report, the top 20 newspapers by circulation accounted for over 60 million copies per day.

Market Dynamics:

Driver:

Growing demand for sustainable packaging

The increasing global focus on sustainability is driving the demand for eco-friendly packaging solutions, with paper-based materials leading the way. Governments and organizations are implementing regulations to reduce plastic waste, encouraging the use of recyclable and biodegradable packaging. The rise of e-commerce has further

amplified the need for corrugated boxes and paper-based packaging materials. Consumers are increasingly favoring brands that adopt sustainable practices, pushing manufacturers to innovate in this space. Additionally, advancements in paper manufacturing technologies are enabling the production of lightweight yet durable packaging solutions.

Restraint:

Deforestation and environmental concerns

The pulp and paper industry faces significant criticism for its environmental impact, particularly deforestation and high water consumption. Strict regulations on carbon emissions and waste management are increasing operational costs for manufacturers. The industry is under pressure to adopt sustainable practices, such as using recycled fibers and reducing water usage. Deforestation in key regions like the Amazon and Southeast Asia has led to backlash from environmental groups. Balancing production growth with environmental sustainability remains a major challenge for the industry.

Opportunity:

Technological advancements in paper manufacturing

Technological innovations in paper manufacturing are creating new opportunities for the industry, such as energy-efficient production processes and advanced recycling techniques. The development of high-performance paper products with enhanced strength and durability is expanding their applications in various sectors. Digitalization and automation in manufacturing are improving efficiency and reducing costs. The growing adoption of nanotechnology in paper production is enabling the creation of innovative products with unique properties. These advancements are helping manufacturers meet the increasing demand for sustainable and high-quality paper products.

Threat:

Climate change impact on raw material availability

Climate change poses a significant threat to the pulp and paper industry by affecting the availability and quality of raw materials like wood and water. Extreme weather events, such as droughts and floods, can disrupt supply chains and increase production costs.

Rising temperatures and changing precipitation patterns are impacting forest growth and health, reducing the availability of wood for pulp production. The industry must adapt to these challenges by investing in sustainable forestry practices and alternative raw materials. Failure to address these issues could lead to long-term supply constraints and increased costs.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the pulp and paper market, with a surge in demand for packaging and hygiene products but a decline in printing and writing paper. Lockdowns and supply chain disruptions caused temporary production halts and raw material shortages. The e-commerce boom during the pandemic significantly increased the demand for corrugated boxes and packaging materials. The hygiene segment experienced unprecedented growth due to increased awareness of sanitation and health. Post-pandemic, the market is recovering, with a focus on sustainable practices and digital transformation.

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

The Paper segment is expected to account for the largest market share during the forecast period due to its widespread use in packaging, printing, and writing applications. The rise of e-commerce has driven the demand for corrugated boxes and paper-based packaging materials. Innovations in lightweight and durable paper products are enhancing their appeal in various industries. The segment is also benefiting from the growing trend of sustainable packaging solutions. Additionally, the increasing use of paper in hygiene products like tissue paper and paper towels is contributing to its growth.

The wood-based segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Agro Based segment is predicted to witness the highest growth rate to its extensive use in pulp production and paper manufacturing. Advances in sustainable forestry practices are improving the availability and quality of wood-based raw materials. The growing demand for high-quality paper products in packaging and printing is driving the segment's growth. Additionally, the development of energy-efficient processing technologies is enhancing the profitability of wood-based products. The segment is also benefiting from the increasing adoption of recycled wood fibers in paper production.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rapid industrialization, urbanization, and e-commerce growth. Countries like China, India, and Japan are major contributors to the market. The region's large population and rising disposable incomes are driving demand for packaging and hygiene products. Government initiatives promoting sustainable packaging are supporting market growth. The presence of key manufacturers and low production costs further enhance the region's dominance.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR due to the increasing demand for sustainable packaging and hygiene products. The region's well-established e-commerce sector is driving the demand for corrugated boxes and packaging materials. Technological advancements in paper manufacturing and recycling are boosting market growth. The growing focus on environmental sustainability is encouraging the adoption of eco-friendly paper products. The presence of major players and high consumer awareness further support the growth.

Key players in the market

Some of the key players in Pulp and Paper Market include International Paper, Georgia-Pacific Corporation, WestRock, Packaging Corporation of America, Nine Dragon Paper (Holdings) Ltd., Stora Enso Oyj, Sappi Limited, Kimberly-Clark Corporation, UPM-Kymmene Oyj, BASF SE, Ashland, Buckman, Dow Chemical Company, Ecolab, SNF Group, and Evonik Industries AG.

Key Developments:

In March 2024, International Paper introduced a new line of sustainable packaging solutions made from 100% recycled fibers. This innovative packaging is designed to reduce environmental impact while maintaining high durability and strength.

In March 2024, Stora Enso launched a new biodegradable paper-based material for food packaging applications. The material is fully compostable and designed to replace single-use plastics in the food industry. This development supports the global shift toward sustainable packaging solutions.

In January 2024, Mondi Group introduced a new paper-based packaging solution for the e-commerce sector. This innovation addresses the growing demand for sustainable packaging in the rapidly expanding e-commerce market.

Product Types Covered:

Pulp

Paper

Paperboard

Other Product Types

Raw Materials Covered:

Wood-Based

Agro Based

Recycled Fibre Based

Other Raw Materials

Manufacturing Processes Covered:

Pulping Process

Bleaching Process

Other Manufacturing Processes

Applications Covered:

Wrapping & Packaging

Printing & Writing

Sanitary

News Print

Other Applications

End Users Covered:

Packaging Industry

Publishing Industry

Hygiene & Sanitary

Industrial & Construction

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 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 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 PULP AND PAPER MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Pulp
- 5.3 Paper
- 5.4 Paperboard
- 5.5 Other Product Types

6 GLOBAL PULP AND PAPER MARKET, BY RAW MATERIAL

- 6.1 Introduction
- 6.2 Wood-Based
- 6.3 Agro Based
- 6.4 Recycled Fibre Based
- 6.5 Other Raw Materials

7 GLOBAL PULP AND PAPER MARKET, BY MANUFACTURING PROCESS

- 7.1 Introduction
- 7.2 Pulping Process
 - 7.2.1 Chemical Pulping
 - 7.2.2 Chemi-Mechanical Pulping
- 7.3 Bleaching Process
 - 7.3.1 Chlorine Bleaching
 - 7.3.2 Elemental Chlorine Free (ECF) Bleaching
 - 7.3.3 Total Chlorine Free (TCF) Bleaching
- 7.4 Other Manufacturing Processes

8 GLOBAL PULP AND PAPER MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Wrapping & Packaging
- 8.3 Printing & Writing
- 8.4 Sanitary
- 8.5 News Print
- 8.6 Other Applications

9 GLOBAL PULP AND PAPER MARKET, BY END USER

- 9.1 Introduction
- 9.2 Packaging Industry
- 9.3 Publishing Industry
- 9.4 Hygiene & Sanitary
- 9.5 Industrial & Construction
- 9.6 Other End Users

10 GLOBAL PULP AND PAPER MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar

10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

11.1 Agreements, Partnerships, Collaborations and Joint Ventures

11.2 Acquisitions & Mergers

11.3 New Product Launch

11.4 Expansions

11.5 Other Key Strategies

12 COMPANY PROFILING

12.1 International Paper

12.2 Georgia-Pacific Corporation

12.3 WestRock

12.4 Packaging Corporation of America

12.5 Nine Dragon Paper (Holdings) Ltd.

12.6 Stora Enso Oyj

12.7 Sappi Limited

12.8 Kimberly-Clark Corporation

12.9 UPM-KymmeneOyj

12.10 BASF SE

12.11 Ashland

12.12 Buck man

12.13 Dow Chemical Company

12.14 Ecolab

12.15 SNF Group

12.16 Evonik Industries AG

List Of Tables

LIST OF TABLES

- Table 1 Global Pulp and Paper Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Pulp and Paper Market Outlook, By Product Type (2024-2032) (\$MN)
- Table 3 Global Pulp and Paper Market Outlook, By Pulp (2024-2032) (\$MN)
- Table 4 Global Pulp and Paper Market Outlook, By Paper (2024-2032) (\$MN)
- Table 5 Global Pulp and Paper Market Outlook, By Paperboard (2024-2032) (\$MN)
- Table 6 Global Pulp and Paper Market Outlook, By Other Product Types (2024-2032) (\$MN)
- Table 7 Global Pulp and Paper Market Outlook, By Raw Material (2024-2032) (\$MN)
- Table 8 Global Pulp and Paper Market Outlook, By Wood-Based (2024-2032) (\$MN)
- Table 9 Global Pulp and Paper Market Outlook, By Agro Based (2024-2032) (\$MN)
- Table 10 Global Pulp and Paper Market Outlook, By Recycled Fibre Based (2024-2032) (\$MN)
- Table 11 Global Pulp and Paper Market Outlook, By Other Raw Materials (2024-2032) (\$MN)
- Table 12 Global Pulp and Paper Market Outlook, By Manufacturing Process (2024-2032) (\$MN)
- Table 13 Global Pulp and Paper Market Outlook, By Pulping Process (2024-2032) (\$MN)
- Table 14 Global Pulp and Paper Market Outlook, By Chemical Pulping (2024-2032) (\$MN)
- Table 15 Global Pulp and Paper Market Outlook, By Chemi-Mechanical Pulping (2024-2032) (\$MN)
- Table 16 Global Pulp and Paper Market Outlook, By Bleaching Process (2024-2032) (\$MN)
- Table 17 Global Pulp and Paper Market Outlook, By Chlorine Bleaching (2024-2032) (\$MN)
- Table 18 Global Pulp and Paper Market Outlook, By Elemental Chlorine Free (ECF) Bleaching (2024-2032) (\$MN)
- Table 19 Global Pulp and Paper Market Outlook, By Total Chlorine Free (TCF) Bleaching (2024-2032) (\$MN)
- Table 20 Global Pulp and Paper Market Outlook, By Other Manufacturing Processes (2024-2032) (\$MN)
- Table 21 Global Pulp and Paper Market Outlook, By Application (2024-2032) (\$MN)
- Table 22 Global Pulp and Paper Market Outlook, By Wrapping & Packaging (2024-2032) (\$MN)

Table 23 Global Pulp and Paper Market Outlook, By Printing & Writing (2024-2032) (\$MN)

Table 24 Global Pulp and Paper Market Outlook, By Sanitary (2024-2032) (\$MN)

Table 25 Global Pulp and Paper Market Outlook, By News Print (2024-2032) (\$MN)

Table 26 Global Pulp and Paper Market Outlook, By Other Applications (2024-2032) (\$MN)

Table 27 Global Pulp and Paper Market Outlook, By End User (2024-2032) (\$MN)

Table 28 Global Pulp and Paper Market Outlook, By Packaging Industry (2024-2032) (\$MN)

Table 29 Global Pulp and Paper Market Outlook, By Publishing Industry (2024-2032) (\$MN)

Table 30 Global Pulp and Paper Market Outlook, By Hygiene & Sanitary (2024-2032) (\$MN)

Table 31 Global Pulp and Paper Market Outlook, By Industrial & Construction (2024-2032) (\$MN)

Table 32 Global Pulp and Paper 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: Pulp and Paper Market Forecasts to 2032 – Global Analysis By Product Type (Pulp, Paper, Paperboard Other Product Types), Raw Material, Manufacturing Process, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/P327DB04C6F5EN.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/P327DB04C6F5EN.html>