

Kraft Paper Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Specialty Kraft Paper, Sack Kraft Paper), By Grade Type (Bleached, Unbleached), By Distribution Channel (Offline, Online), By Region & Competition, 2021-2031F

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Abstracts

The Global Kraft Paper Market is projected to expand from USD 19.31 Billion in 2025 to USD 25.72 Billion by 2031, achieving a CAGR of 4.89%. Kraft paper, defined by its high elasticity and durability, is manufactured from wood pulp via the kraft process, offering superior tear resistance and strength. The market's growth trajectory is fundamentally supported by the booming e-commerce sector, which requires robust shipping materials, and a global strategic pivot toward sustainability that sees industries replacing single-use plastics with biodegradable paper alternatives. These factors are driving increased adoption across both consumer and industrial packaging segments.

However, the market faces a significant challenge in the form of raw material cost volatility, specifically regarding energy and wood fiber, which creates pricing instability and squeezes manufacturer profit margins. Despite these financial pressures, the sector remains resilient. Data from the Confederation of European Paper Industries indicates that demand for packaging paper and board rose by 8.6% in 2024 compared to the prior year. This increase underscores the enduring consumption of kraft-based solutions and the industry's ability to maintain momentum even amidst broader economic fluctuations.

Market Driver

The primary qualitative catalyst reshaping the Global Kraft Paper Market is the rising

demand for sustainable and eco-friendly packaging solutions. Driven by tightening environmental regulations and corporate sustainability mandates, manufacturers are aggressively replacing single-use plastics with biodegradable kraft-based alternatives. This shift is bolstered by the superior recycling rates of paper products; according to the European Paper Recycling Council's 'Monitoring Report 2024', paper-based packaging achieved an industry-leading recycling rate of 83.1% across Europe in July 2025. This high recyclability validates the material's dominance in the circular economy and ensures consistent adoption across food service and retail sectors.

The expansion of the global e-commerce and logistics sectors acts as the critical volume driver, generating immense demand for durable, tear-resistant corrugated materials for shipping. The surge in online retail has necessitated vast quantities of kraft linerboard and containerboard to ensure product safety during distribution. The American Forest & Paper Association reported in its '65th Paper Industry Annual Capacity and Fiber Consumption Survey' that U.S. paper and paperboard production grew by 3.2% in 2024, led primarily by the containerboard segment. Furthermore, international trade remains vigorous, with the association's 'Q4 2024 Containerboard Quarterly Report' highlighting a 15.4% surge in year-to-date production for export, reflecting strong global demand.

Market Challenge

A formidable barrier to the sustained expansion of the kraft paper market is the volatility of raw material costs, particularly for wood fiber and energy. Fluctuating prices for these essential inputs create significant instability throughout the supply chain, forcing manufacturers to contend with unpredictable profit margins. When production costs rise abruptly, producers often struggle to absorb the impact or pass it on to price-sensitive buyers, leading to a focus on operational efficiency over expansion. This dynamic frequently results in the closure of marginal facilities and a reluctance to invest in new capacity, thereby limiting the industry's physical ability to meet rising global demand.

These financial pressures have a measurable, negative impact on the sector's long-term growth potential and infrastructure. As companies streamline operations to protect profitability against cost spikes, overall production capabilities can shrink. For instance, the American Forest & Paper Association reported in 2025 that U.S. containerboard capacity declined by 0.9% in 2024 compared to the previous year. This reduction in capacity, occurring despite a recovery in broader market demand, illustrates how persistent volatility in input costs hampers the industry's readiness to support

continuous market growth.

Market Trends

The market is being transformed by the development of bio-based barrier coatings for food-grade kraft, enabling paper to replace multi-layered plastics in applications requiring superior grease and moisture resistance. Manufacturers are deploying dispersion-based and aqueous coatings that offer functional protection comparable to polyethylene laminates while maintaining the kraft material's repulpability. This technical evolution is driving capital expenditure into specialized infrastructure; for example, the Mondi Group announced in its 'Full Year Results Announcement 2024' the operationalization of a new extrusion line at its Coating facility in the Czech Republic to support the growing market for functional food and non-food packaging.

Concurrently, the substitution of plastic protective void-fill with kraft alternatives is reshaping the protective packaging landscape as major retailers eliminate non-recyclable dunnage. This trend favors the use of crumpled, recycled kraft paper over plastic air pillows, capitalizing on the material's ability to be curbside recycled alongside shipping boxes. The shift is supported by large-scale retrofitting of fulfillment centers with paper-dispensing machinery. According to a June 2024 press release, Amazon replaced 95% of plastic air pillows with paper filler across its North American delivery network, a transition projected to eliminate nearly 15 billion plastic air pillows annually.

Key Market Players

Mondi

Segezha group

Klabin SA

Billerudkorsnas

Stora Enso

Daio Paper Corporation

Nordic Paper

Gascogne Papier

Glatfelter Corporation

Report Scope

In this report, the Global Kraft Paper Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Kraft Paper Market, By Product

Specialty Kraft Paper

Sack Kraft Paper

Kraft Paper Market, By Grade Type

Bleached

Unbleached

Kraft Paper Market, By Distribution Channel

Offline

Online

Kraft Paper Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Kraft Paper Market.

Available Customizations:

Global Kraft Paper Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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