

# **India Paper & Paper Products Market By Application (Writing & Printing Paper, Paperboard & Packaging, Newsprint and Specialty Paper), By Raw Material (Waste & Recycled Paper, Wood and Agro Residue), Competition, Forecast & Opportunities, 2024**

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## **Abstracts**

India's share in the demand for paper across the globe is growing, as the domestic demand is increasing at a steady pace, while the demand in western nations is shrinking. Notably, domestic paper demand in India rose from 9.4 million tonnes in FY08 to 15.4 million tonnes in FY16. Despite the continuous growth in the industry, per capita paper consumption in the country stands at a little over 14 kg, which is still well below the global average of 57 kg and considerably below 200 kg in North America.

India paper & paper products market is projected to grow from \$ 8.6 billion in 2018 to \$ 13.4 billion by 2024, exhibiting a CAGR of 7.8% during 2019-2024. Growing manufacturing sector, requirement of better quality packaging of FMCG products marketed through organized retail and demand for upstream market of paper products, such as tissue paper, filter paper, tea bags, light weight online coated paper and medical grade coated paper are expected to drive paper & paper products market in India in coming years. Ballarpur Industries Limited (BILT) and ITC are among the largest producers of paper in the country. Moreover, many of the existing players are increasing their capacity to meet the growing demand. However, high cost of production as a result of unavailability and high cost of raw materials, high cost of power, concentration of mills in specific areas only, technological obsolescence as well as environmental challenges are some of the factors hampering market growth.

India paper & paper products market has been segmented into raw material, application and region. Based on raw material, the market has been categorized into waste &

recycled paper, wood and agro residue. The waste & recycled paper segment is expected to dominate the market during forecast period, owing to growing concerns about the cutting down of trees for producing pulp. Further, based on application, the market has been bifurcated into writing & printing paper, paperboard & packaging, newsprint and specialty paper. Among the application segments, demand for paperboard & packaging is growing at the fastest pace, as paperboard & packaging caters to industries including FMCG, food & beverages, textiles and pharmaceutical. The segment is also expected to dominate the market, owing to factors such as rising urbanization, increasing preference for ready-to-eat foods and requirement of better-quality packaging of FMCG products marketed through organized retail.

Paper & paper products market in India has been segmented into North, South, East and West. Western region is the lead consumer of paper & paper products across the country, on account of increasing paper consumption, especially FMCG products. Paper mills are concentrated in the states of Tamil Nadu, Andhra Pradesh, Maharashtra, Punjab, Madhya Pradesh and Gujarat. The paper mills use a variety of raw materials such as wood, bamboo, bagasse, recycled fiber, wheat straw, rice and husk. The geographical location of the mill often determines the type of raw material used. Most mills in the northern and western regions of India depend heavily on agricultural residues and waste paper as their raw material. While pulp & paper production in southern and eastern regions use wood and bamboo as raw materials.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020-2024

Objective of the Study:

To analyze and forecast India paper & paper products market size.

To forecast India paper & paper products market based on application, raw material and regional distribution.

To identify drivers and challenges for India paper & paper products market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India paper & paper products market.

To conduct pricing analysis for paper & paper products market.

To identify and analyze the profile of leading players involved in the manufacturing of paper & paper products.

Some of the leading players in India Paper and Paper Products market are Ballarpur Industries Limited (BILT), Tamil Nadu Newsprint and Papers Limited, Genus Paper & Boards Limited, JK Paper Ltd., Century Pulp & Paper Limited, Seshasayee Paper & Boards Limited, ITC Paperboards and Specialty Division Ltd., Rainbow Papers Ltd., Westcoast Paper Mills, International Paper APPM Ltd., Khanna Paper Mills Private Limited, among others.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of leading manufacturers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product offerings, distribution channels and presence of all major players operating in India paper & paper products market.

TechSci Research calculated India paper & paper products market size using a top-down approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Paper & paper product manufacturers and suppliers

Government and other regulatory bodies

Organizations, forums and alliances related to paper & paper products

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, India paper & paper products market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, by Application:

Writing & Printing Paper

Paperboard & Packaging

Newsprint

Specialty Paper

Market, by Raw Material:

Waste & Recycled Paper

Wood

Agro Residue

Market, by Region:

North

South

East

West

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India paper & paper products market.

### Available Customizations:

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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