

Pulp Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Sales Channel (Direct, Indirect), By End Use (Tissue, Printing & Writing, Specialty, Fluff, Packaging, Others), By Region and Competition, 2020-2030F

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Abstracts

Market Overview

The Global Pulp Market was valued at USD 155,515.80 million in 2024 and is expected to reach USD 220,435.10 million by 2030, growing at a CAGR of 4.81%. Pulp, sourced from wood and non-wood fibers through mechanical or chemical processing, continues to witness steady demand due to its widespread applications in consumer goods, commercial printing, and industrial packaging. The surge in demand for sustainable packaging solutions is a major growth driver, as industries increasingly seek alternatives to plastic. Particularly in the food & beverage, e-commerce, and personal care sectors, pulp-based packaging—such as molded fiber and recyclable paper materials—is gaining traction in response to regulatory and environmental pressures. Nonetheless, the market faces challenges such as fluctuations in raw material availability, energy-intensive production, and environmental concerns linked to deforestation and carbon emissions. Additionally, geopolitical uncertainties and supply chain interruptions can influence wood fiber pricing and global market stability.

Key Market Drivers

Growing Demand of Pulp in Printing Industry

The rising use of pulp in the printing industry continues to be a crucial growth factor for the global pulp market. Despite the ongoing shift toward digital media, there remains

consistent demand for pulp in producing newspapers, books, magazines, catalogs, and printed packaging. Emerging markets and specialty publishing segments continue to rely on high-quality printing-grade pulp known for its brightness, consistency, and print clarity. As commercial printers and publishers aim to deliver high visual standards, the need for chemically processed hardwood pulp remains strong. Moreover, there is a growing shift toward using pulp from sustainably managed forests, aligning with eco-friendly printing practices. A notable innovation in this space includes the Paper Pulp Printer developed by Design Academy Eindhoven, which demonstrates how sustainable pulp applications can also extend into alternative 3D printing and structural design.

Key Market Challenges

Volatility in Raw Material Supply

The pulp industry is significantly affected by the inconsistency in the supply of raw materials such as softwood, hardwood, and alternative fibers like bagasse, straw, and bamboo. This volatility disrupts production schedules, pricing, and long-term planning. Increasing global focus on forest conservation, along with stricter environmental regulations and land-use controls, is narrowing access to commercial forestry resources. Policy changes and activism in regions with large forestry operations—such as Brazil, Canada, and parts of Europe—further add uncertainty related to logging rights and reforestation requirements, posing significant operational risks for pulp manufacturers.

Key Market Trends

Increasing Demand for Dissolving Pulp in Textiles

A prominent trend in the global pulp market is the growing consumption of dissolving pulp in the textile industry. This purified cellulose product is essential for producing eco-friendly regenerated fibers like viscose, lyocell, and modal. As fashion brands and textile producers move away from synthetic fibers toward biodegradable alternatives, dissolving pulp is gaining traction. According to projections aligned with global socioeconomic pathways, the textile sector could see an additional demand of 6 to 11 million tonnes of dissolving pulp annually by 2035 compared to 2018. This growth reflects the broader sustainability movement in textiles and the increasing consumer preference for environmentally responsible fabric options.

Key Market Players

Suzano S/A

Nine Dragons Paper Holdings Limited

Catalyst Paper Corporation

Stora Enso

Oji Holdings Corporation

Svenska Cellulosa Aktiebolaget SCA

Asia Pulp & Paper

JSC Syktyvkar LPK

Asia Pacific Sun Paper Pulp and Paper Co., Ltd.

Asia Pacific Resources International Holding Ltd

Report Scope

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

Pulp Market, By Sales Channel:

Direct

Indirect

Pulp Market, By End Use:

Tissue

Printing & Writing

Specialty

Fluff

Packaging

Others

Pulp 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 Pulp Market.

Available Customizations

Global Pulp 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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