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Europe Paper Dry Strength Agent Market Size and Forecast (2021-2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type [Polyvinyl Amine, Polyacrylamide (Amphoteric Polyacrylamide, Cationic Glyoxalated Polyacrylamide, Cationic Solution Polyacrylamide, and Others), Starch, and Other Types] and Application (Printing and Writing Paper, Tissue Paper, Packaging Paper, Specialty Paper, and Other Applications)

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Abstracts

The Europe paper dry strength agent market is projected to grow significantly, reaching an estimated US$ 264.38 million by 2031, up from US$ 205.10 million in 2024. This growth represents a compound annual growth rate (CAGR) of 3.9% from 2025 to 2031.

Executive Summary and Market Analysis

The European Commission (EC) highlights the importance of the paper and pulp industry in Europe, which generates over US$ 190 billion annually through the production of various types of paper, including graphic, hygienic, packaging, and specialized papers. The robust nature of this industry is a key driver for the growth of the dry strength agent market. As e-commerce and retail sectors expand, there is an increasing demand for strong and efficient packaging materials, leading to a higher consumption of dry strength agents in paper manufacturing.

In Europe, the paper recycling rate exceeds 70%, thanks to voluntary initiatives and supportive government policies. The incorporation of dry strength agents, such as starch, polyacrylamide resins, and plant gums, into recycled paper enhances its quality and durability, making it more suitable for packaging applications.

Strategic Insights

Market Segmentation Analysis

The Europe paper dry strength agent market can be segmented based on type and application.

By Type: The market is divided into several categories, including polyvinyl amine, polyacrylamide, starch, and others. In 2024, the starch segment is expected to hold the largest market share. The polyacrylamide segment is further categorized into amphoteric polyacrylamide, cationic glyoxalated polyacrylamide, cationic solution polyacrylamide, and others.

By Application: The market is also segmented by application into printing and writing paper, tissue paper, packaging paper, specialty paper, and others. The packaging paper segment is anticipated to dominate the market in 2024.

Market Outlook

Tissue and hygiene papers, which include products like facial tissues, toilet paper, paper towels, and sanitary napkins, require adequate strength to function effectively without tearing. As the demand for high-quality tissue products rises, manufacturers are increasingly utilizing dry strength agents to enhance the tensile strength and durability of the paper while maintaining its softness and absorbency. These agents improve the mechanical properties of tissue paper, making it stronger and more resistant to tearing, even when wet. This ensures that tissue products retain their integrity and functionality during use, thereby enhancing consumer satisfaction.

The heightened awareness of hygiene and cleanliness, particularly in the wake of the COVID-19 pandemic, has led to a surge in demand for tissue and hygiene paper products. Consequently, the demand for dry strength agents among manufacturers of these products is increasing, driven by their benefits in improving the overall strength and quality of the final products. This trend is expected to create significant growth opportunities for the market in the coming years.

Country Insights

The Europe paper dry strength agent market is also analyzed by country, including Germany, France, Italy, the UK, Russia, and the Rest of Europe. In 2024, the Rest of Europe is projected to hold the largest market share.

The Rest of Europe encompasses countries such as Sweden, Finland, Spain, Poland, and Austria. Sweden and Finland are notable for their substantial paper and paperboard production, with Sweden producing 7.4 million metric tons and Finland 6.3 million metric tons in 2023, according to the Confederation of European Paper Industries. The strong presence of a well-established paper manufacturing sector in these countries is driving the adoption of paper dry strength agents. Additionally, the growing demand for sustainable paper packaging materials is further propelling market growth.

Company Profiles

Key players in the Europe paper dry strength agent market include Solenis LLC, Ecolab Inc, Buckman Laboratories International Inc, Arakawa Chemical Industries Ltd, Kemira Oyj, Applied Chemicals International Group AG, SEIKO PMC CORP, BIM Kemi AB, Shandong Tiancheng Chemical Co Ltd, Axchem Korea Co Ltd, Qingzhou Jinhao New Material Co Ltd, Wuxi Lansen Chemicals Co Ltd, Mare SpA, Benzson GROUP, and Lanyao Water Treatment Co Ltd, among others. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their product offerings and increase their market share.

In conclusion, the Europe paper dry strength agent market is poised for growth, driven by the expanding paper and pulp industry, increasing demand for packaging materials, and the rising need for high-quality tissue products.

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