

# Global Graphic Paper Market: Industry Analysis & Outlook (2018-2022)

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## Abstracts

The paper industry is highly diversified in terms of products, raw materials, quality of products, distribution channels and end users. This industry is dominated by North American countries (United States and Canada), northern European countries (Finland, Sweden, and North-West Russia) and East Asian countries (such as East Siberian Russia, China, Japan, and South Korea). Paper is a versatile material with many uses, including writing, printing, packaging, cleaning, and a number of industrial and construction processes. On the basis of product type, paper industry is segmented into three groups: graphic paper, packaging paper and sanitary paper. Graphic papers are used for communication purposes. They include two main paper grade types: printing and writing papers and newsprint.

The global graphic paper market is experiencing a secular decline in demand due to the evolution of digital era. The market is likely to continue this declining demand trend in future as well. European graphic paper industry played a major role in the global market. However, in the coming years, European graphic paper market is likely to be wiped out due to decreasing trade of graphic paper.

The global graphic paper market is expected to sustain due to growing print industry in emerging countries, increasing circulation of daily print newspaper in Asia and rising printed book sales in the U.S. Key trends of this market include conversion of graphic paper mills into packaging paper mills, capacity closures and declining price trend. However, there are some factors which can hinder the market growth including urbanization, digitization and increasing expenditure on advertisement through internet.

The report "Global Graphic Paper Market: Industry Analysis & Outlook (2018-2022)" by Koncept Analytics provides an extensive research and detailed analysis of the present

market along with future outlook. The report discusses the major growth drivers and challenges of the market, covering North America, Latin America and European region along with the global market. The report profiles the key players of the market including International Paper Company, Holmen, Stora Enso and UPM.

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