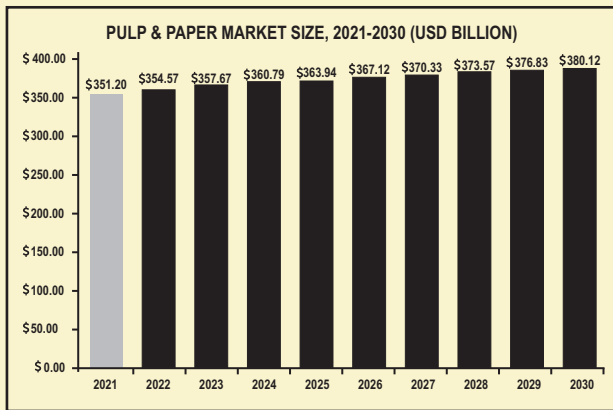




GLOBAL PULP AND PAPER MARKET- 2030

The global pulp and paper market size was valued at USD 351.5 billion in 2021 and is projected to surpass around USD 380.12 billion by 2030, poised to grow at a compound annual growth rate (CAGR) of 4% from 2022 to 2030.



Key Takeaway

- Asia Pacific pulp and paper market was valued at USD 173.86 billion in 2021.
- The wrapping & packaging segment accounted market share of 52.4% in 2021
- The pulping process segment is growing at a registered CAGR of around 3.4% from 2022 to 2030
- The packaging segment is expected to grow at a CAGR of 4.9% from 2022 to 2030
- The Asia-Pacific region accounted largest revenue share 38% in 2021

The pulp and paper sector is the largest and most significant forest-based sector in the world. The environmental impact of producing paper is substantial. Paper manufacture takes a significant amount of water, depending on the effectiveness of the mill, and uses more water than other industries like steel and gasoline. The sector is the fourth largest industry in terms of energy consumption. Indisputable advantages of pulp, paper, and packaging production, such as job creation, infrastructural enhancement, and economic growth, should not be disregarded. However, the manufacture and consumption of unsustainable paper contributes to the destruction of natural ecosystems and deforestation.

Celluloses and hemicelluloses have been used in the pulp and paper industry for biomechanical pulping. Enzymes are used in wood pulping to significantly reduce the energy needed. The necessity for

environmentally responsible de-inking of printed paper is growing as recycling of paper is given more and more importance. In order to remove ink, coating, and toner from paper, cellulases are used.

Growth Factors:

Online retailing is on the rise in developing countries like India, China, Brazil, and other places due to the growing number of smart phone users and the quick internet adoption. This increases the demand for pulp and paper for packaging, as well as the rise of the e-commerce industry. Therefore, it is anticipated that the rapid expansion of online retail in developing countries will support the expansion of the pulp and paper market globally.

Consumers and manufacturers must now use sustainable paper packaging options due to the escalating environmental concerns. Advanced paper packaging solutions are likely to help the market because paper is an excellent recyclable and sustainable packaging material. Therefore, the market's expansion in the upcoming years is anticipated to be boosted by the rising demand for eco-friendly packaging materials. Moreover, it is currently the most recyclable and environmentally friendly packaging material available. Customers and producers are both adopting more environmentally friendly paper packaging solutions as a result of increased environmental concerns. To achieve their sustainability objectives, leading companies in the food, cosmetics, and FMCG sectors collaborate closely with paper manufacturers to develop cutting-edge paper packaging solutions. This should aid in the expansion of the pulp and paper sector over the foreseeable future.

In an effort to create a sustainable method of being environmentally friendly, a number of foreign countries have enacted a variety of regulations restricting the usage of conventional plastics. The demand for paper bags has also increased as a practical and cost-effective substitute for plastic bags. Because of all these restrictions and regulations, stores, supermarkets, and storage providers are more inclined to accept paper-based packaging.

Raw Material Insights

On the basis raw material, wood based segment hold the major share in pulp and paper market. Wood pulp is currently the most widely used material for making all types of high-quality paper. It has a sizable amount of cellulose fiber, which has the consistency of thread and serves as the foundation for the finished product. To improve the pulp's brightness, stability, water resistance, and capacity to remove impurities, it is combined with various chemicals and papermaking agents.

The agro based raw material is widely used in papermaking. High-quality paper is created using stronger and more durable materials, such as cotton, linen, or hemp fibers. The paper is strengthened and stiffened

INDUSTRY NEWS	<p>The paper industry in the country has cut down water consumption by 80 per cent and looks to reduce it further as investments of Rs 25,000 crore have been made in sustainable production processes in the last few years – IPMA.</p> <p>W&F has launched specific customer need concept for Forming fabric with AQUAPRINT brand for customer quality need.</p> <p>W&F takes necessary fumigation and safety measures in packing of fabric and screens before movement, this ensures safety at consumption end.</p>
----------------------	--

using these raw components. Straw, bamboo, and esparto grass are alternative materials accustomed to manufacture fibers.

End Use Insights

On the basis of end use industry, the packaging segment is expected to maintain its dominance in the pulp and paper market. The packaging category continued to hold the largest position in the worldwide pulp and paper market due to the rapid globalization of the e-commerce and retail sectors, there is a great need for both wrapping and packaging paper. Additionally, consumers and businesses in developing economies are embracing paper packaging items due to a growing awareness of the environment. Paper packaging is in greater demand in the food and beverage industry due to its ease of recycling, potential to reduce air pollution, and ability to clean the environment. The development of packaging has had a considerable impact on soft drink consumption. The pulp and paper sector is expected to thrive as a consequence of an increase in consumer knowledge of the adverse environmental effects of plastic and the eco-friendliness of paper packaging made from fiber crops.

During the forecast period, the printing segment is anticipated to increase significantly. Due to a predicted uptick in the education sector, including rising enrollment, bettering literacy rates, and an increase in the number of schools and colleges, the need is likely to increase. Newsprint demand growth is anticipated to be supported by rising literacy rates, expanding circulation, and an increase in the quantity of newspapers and magazines.



Food production in Russia has increased by 4.8% and beverage production raised by 3.2% in 2019.

Regional Insights

The Asia-Pacific region accounted largest revenue share 38% in 2021. Due to the rising need for food packaging and commercial printing in the region, Asia-Pacific currently controls the pulp and paper industry. Furthermore, it is projected that the rise of the regional market will be aided by the robust economic growth of developing countries like China, India, and Japan. The world's greatest user and producer of pulp and paper is China. Due to the increasing demand for paper-based products and the rising standard of living in Malaysia, Indonesia, and Vietnam, the industry is predicted to experience profitable expansion. Additionally, the increasing urbanization and population in APAC are the main factors driving the demand for commercial printing and food packaging.

The mature markets of Europe and North America are anticipated to grow slowly over the projected period. Growth in North America is predicted to be boosted by rising fast-moving consumer goods consumption, rising packaging paper demand in the U.S., and significant companies like WestRock, Georgia-Pacific, and International Paper. The rising emphasis on attaining sustainable goals by recycling paper-based products is likely to spur growth in Europe at the same time. Moreover, the presence of leading market players is anticipated to drive the market.

Key market players are International Paper, Georgia-Pacific Corporation, Nine Dragon Paper (Holdings) Ltd, Sora Enso Oyj (Helsinki, Finland), Sappi Limited, Kimberly-Clark Corporation, UPM-Kymmene Oyj, Svenska Cellulosa Aktiebolaget (SCA), Oji Holding Corporation, Nippon Paper Industries Co., Ltd., The Smurfit Kappa Group, WestRock.

QUOTABLE QUOTE	"The best way to predict your FUTURE is to CREATE it." — ABRAHAM LINCOLN		
SCRABBLE email answers by 25 th Sept' 23	Form TWO word :	HE DRIP A X-RAY MOB	
WINNER AUGUST 2023	First correct answer will win a gift from Wires & Fabriks (S.A.) Ltd. (Maximum two prizes for one person in a year)		
WINNER AUGUST 2023	Mr. Bharat Bhandari, DGM (Costing), M/s West Coast Paper Mills Ltd, Dandeli, Karnataka Answer : CATIONIC DYE		
?QUIZ email answers by 25 th Sept' 23	QUIZ: _____ are relatively inexpensive polymers that are easily devised to high molecular weights on the order of several million (g/mol).	(a) Poly electrolytes (b) Charge Density (c) Carboxylate (d) Polyacrylamides	
WINNER AUGUST 2023	Quiz: Due to _____ effect, a slightly higher EMC (Equilibrium Moisture Content) would result if paper approached the EMC for a given relative humidity and temperature, by releasing water.	(a) Tyndall effect (b) Hysteresis effect (c) Intermolecular effect (d) Van der waal effect	
WINNER AUGUST 2023	Mr. Babu Kambadkone, Production Manager, M/s Gayatri Paper Mills, South Africa Answer : (b) Hysteresis Effect		
 Prizes	Best / first correct answer received will win one-year subscription to IPPTA Journal (Maximum one prize for one person in a year).		
 Teaser	The optimist says, "The glass is half full" The pessimist says "The glass is half empty" The ENGINEER says, "The glass is twice as big as it needs to be..."		
Published by >>	Wires & Fabriks (S.A.) Ltd. JAIPUR-302012, India.	Phone: +91-141-2341722 Email: snippets@wirefabrik.com	<i>Only For Private Circulation</i>

Website: www.wirefabrik.com

The contents & opinions expressed in this publication are of the writer/editor. The Company has not verified & may not subscribe to the same.