
Description: Paper is one the most used material for packaging products. Paper packaging includes materials related to paper, boards like Kraft paper, cartridge paper, recycled paper, cardboards, etc. among others.

Supply - Demand Scenario:

The global paper packaging market was $215 billion in 2014 and is estimated to reach $305 billion by 2020 growing at a CAGR of 6%. Of the paper packaging market, paperboard is estimated to be the fastest growing market with a forecasted growth rate of 7.5% during the period 2014-2020. Moreover, it also leads the market having a share of 35% making it the point of focus for the suppliers.

Paper packaging has the highest market share of the total packaging market. Added to this, the demand for paper packaging will continue to witness growth over the forecast period.

Growth by Region:

APAC leads the market with a share of 32% and is expected to be the fastest growing market as well. Developing economies like India and China will drive the market for paper packaging segment, with applications across industries like healthcare, personal care, homecare, retail and others.

Drivers vs. Constraints

Some of the market drivers and constraints of Paper packaging market include

- Consumer conscious on sustainable packaging
- Consumer preference
- Raw Material availability
- Deforestation

Industry Trends and Updates:

- Increasing Recycling rate
- Improving logistical efficiency

With focus now shifting towards eco-friendly and sustainability, paper packaging is expected to gain traction with many countries pushing for paper packaging products over plastic packaging, which poses significant threat to environment. Higher recycling demand will push the use of paper as packaging material further, with consumers and businesses looking for solutions which helps in cost reduction as well as helps in keeping environment safe, while keeping government regulations intact.

Advantages

- Light Weight
- Biodegradable
- Recyclable

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