
Description: Paper is one the most used material for packaging products. 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.

North America paper packaging market has been growing steadily. The revenue of paper packaging market in North America is estimated to be 49.5 billion USD in 2014 and is estimated to reach 63.72 billion USD by 2020 growing at a rate of 4.3%. North America has 23% of the total market in 2014. The U.S. is the biggest market in the region with paperboard generating bulk of the revenues in paper packaging market segment.

Drivers

Consumer conscious on sustainable packaging
Consumer preference
Raw Material availability
Deforestation

Trends:

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

Some of the major companies mentioned in the report are:

Tetra Laval, International Paper Company, Rengo, MeadWestvaco Corporation, Graphic Packaging International Corporation, Sappi Limited, DS Smith, Amcor, Mondi Group, Oji Paper, Smurfit Kappa, Metsa Group

What is there in report?

1) Report gives complete market insights, the driving forces of the market, the challenges it faces and the opportunities in the current market scenario
2) A complete market segmentation has been done on the basis of different packaging and product types along with detailed analysis for the next 5 years
3) Complete market breakdown has been done at country level to give a detailed picture of the paper
The report also gives information of major vendors of paper packaging products, their existing share in
the market, strategies they adopt along with the major products, financials, recent developments and profile
of these vendors.

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