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.

Slow economic growth recovery has impacted the consumer packaging pattern. The paper packaging market growth has been slow and is expected to witness the trend in foreseeable future.

The revenue of Paper Packaging Market in Europe was 60 billion USD in 2014 and is estimated to reach 78.58 billion USD by 2020 growing at a CAGR of 4.6%. Major economies like the U.K., Germany and France have shown some resilience, but the deepening economic crisis will have adverse impact on paper packaging market.

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 packaging market.

4) 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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