
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.

The revenue of Paper packaging in APAC was 69 billion USD in 2014 and is estimated to reach 112 billion USD by 2020 growing at a CAGR of 8.5%. China and India are the major drivers of paper packaging market in Asia Pacific region. Rapid urbanization, increasing disposable income and economic growth above that of world average are some of the major factors which have contributed to the growth of packaging market in the region. The consumption levels are rising and home to 40% of the world's population, the market will experience moderate growth over the next 5 years.

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.

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.

Drivers

Consumer conscious on sustainable packaging

Consumer preference

Raw Material availability

Deforestation

Trends:

Increasing Recycling rate

Improving logistical efficiency

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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
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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