

Global Pulp Market: Analysis By
Demand, By Production, By Type
(Bleached Hardwood Kraft, Bleached
Softwood Kraft, Mechanical, and UKP),
By End Market (Tissue, Packaging,
Printing & Writing, Specialty and Fluff),
By Region, Size and Trends with Impact
of COVID-19 and Forecast up to 2028

January 2024

Global Pulp Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Demand Analysis

Regional Market Production Analysis

Impact Of COVID 19

Dynamics

Competitive Landscape

Company Profiling

Global Pulp Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Pulp Market: Analysis By Demand, By Production, By Type (Bleached Hardwood Kraft, Bleached Softwood Kraft, Mechanical, and UKP), By End Market (Tissue, Packaging, Printing & Writing, Specialty and Fluff), By Region, Size and Trends with Impact of COVID-19 and Forecast up to 2028
Coverage	Global and Regional
Regional Coverage	North America, Europe, Asia Pacific, ROW
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2023-2028
Competition in the Market	Consolidated
Key Players	Canfor Corporation (Canfor Pulp Products), Suzano S.A., Arauco and Constitution Pulp Inc., Mercer International Inc., WestRock Company, International Paper Company, Stora Enso Oyj, UPM-Kymmene Oyj, Oji HoldiPackaging Corporation, Billerud AB, Metsä Group, Paper Excellence and Royal Golden Eagle (RGE)

Global Pulp Market

Executive Summary

Pulp, a naturally derived wood-based material, possesses purity, organic composition, and biodegradability. Its versatile applications include the production of paper, tissue, sheets, and advanced paper, all ensuring the creation of 100% organic bioproducts. Paper pulp, the fundamental ingredient for paper production, forms the basis for the entire paper-making process. With a longstanding presence as a crucial element in daily life, paper, driven by heightened demand from printing and writing sectors, is poised for market expansion, projecting growth in the pulp industry. Global pulp market demand stood at 66.02 million tons in 2022, and is expected to reach 73.84 million tons by 2028. The global pulp market production is probable to reach 75.04 million tons by 2028.

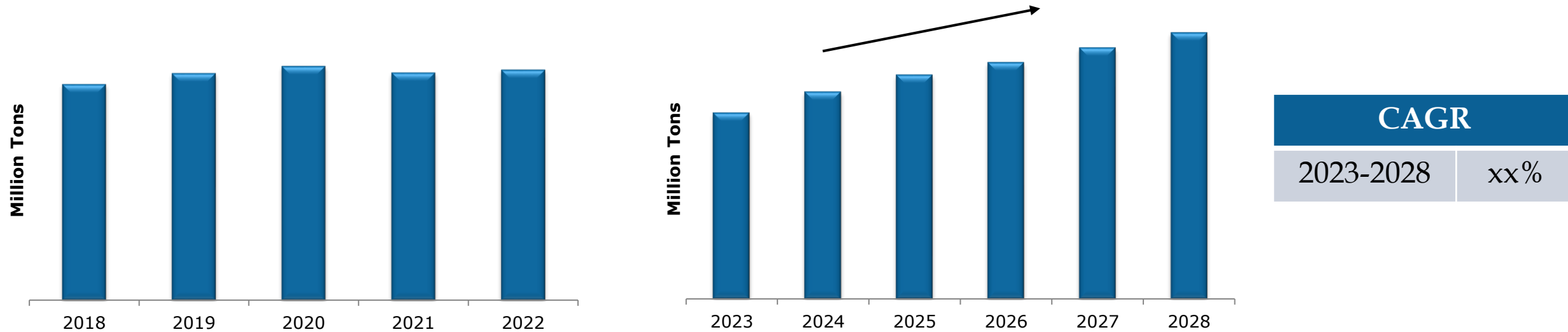
Global pulp market can be classified on the basis of type (bleached hardwood kraft, bleached softwood kraft, mechanical, and UKP), and end market (tissue, packaging, printing & writing, specialty and fluff). The tissue segment in the global pulp market is witnessing robust growth, driven by factors such as increasing hygiene awareness, population growth, and evolving consumer preferences. The demand for tissue products, including facial tissues, paper towels, and bathroom tissues, continues to rise globally. Growing middle-class populations in emerging economies contribute significantly to this demand, as does the trend towards premium and sustainable tissue products. China commands a significant share of the total pulp demand, while the US takes the lead in production, dominating the market.

In 2020, the COVID-19 pandemic had a varied impact on the pulp market. Initially, global lockdowns and supply chain disruptions led to decreased demand for pulp and paper products due to operational challenges faced by businesses. Temporary closures of offices, schools, and businesses resulted in reduced consumption of printed materials, affecting demand for pulp-based paper. Despite these challenges, the pandemic showcased the pulp industry's resilience. The shift to remote work and online education increased demand for packaging materials, particularly in e-commerce, while heightened hygiene awareness influenced demand for certain pulp-based items. Despite disruptions, the pulp sector experienced a positive impact on both demand and production in the latter half of 2020.

Global pulp market is expected to show a significant increase during the forecasted period, i.e. from 2023 to 2028. The growth can be attributed to increasing demand for packaging materials, rising demand for hardwood pulp, shift towards eco friendly practices, growing demand for tissue and hygiene products, stringent government regulations and rising demand for specialty cellulose. However, some challenges are also impeding the growth of the market such as availability of substitutes and changing consumer preferences.

Pulp Market: Global Analysis

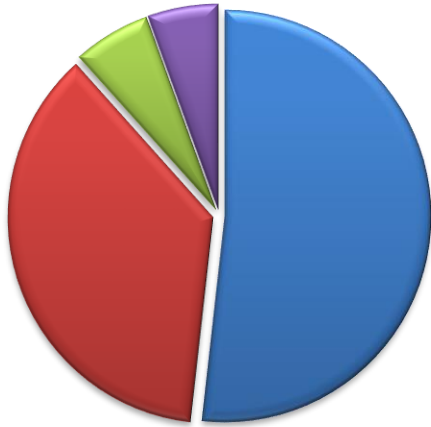
Global Pulp Market by Demand



Global pulp market demand reached ... million tons in 2022 and is anticipated to reach up to ... million tons by 2028 from ... million tons in 2023, with a CAGR of xx%.

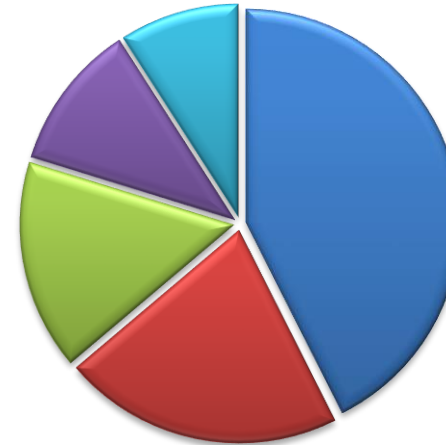
Pulp Market: Global Analysis

Global Pulp Market Demand by Type; 2022



Type	Share
Bleached Hardwood Kraft	xx%
Bleached Softwood Kraft	xx%
Mechanical	xx%
UKP (Unbleached Kraft Pulp)	xx%

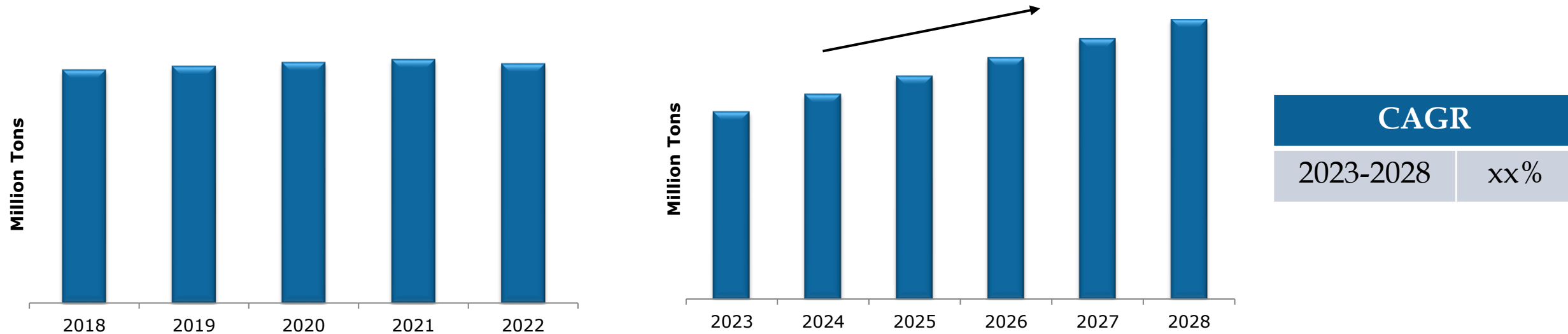
Global Pulp Market by Demand End Market; 2022



End Market	Share
Tissue	xx%
Packaging	xx%
Printing & Writing	xx%
Specialty	xx%
Fluff	xx%

Pulp Market: Global Analysis

Global Pulp Market by Production



Global pulp market production was estimated at ... million tons in 2022 and is anticipated to reach up to ... million tons by 2028 from ... million tons in 2023, with a CAGR of xx%.

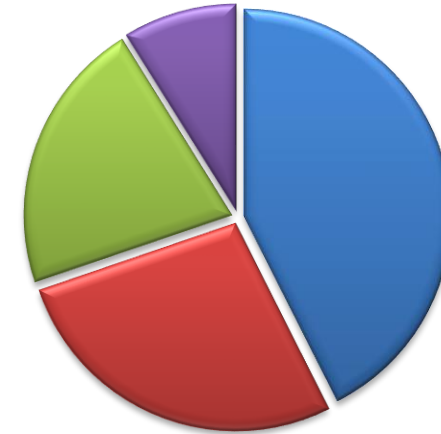
Pulp Market: Global Analysis

Global Pulp Market Production by Region; 2022



Region	Share
The US	xx%
Brazil	xx%
China	xx%
Canada	xx%
Sweden	xx%
Finland	xx%
Japan	xx%
Rest of the World	xx%

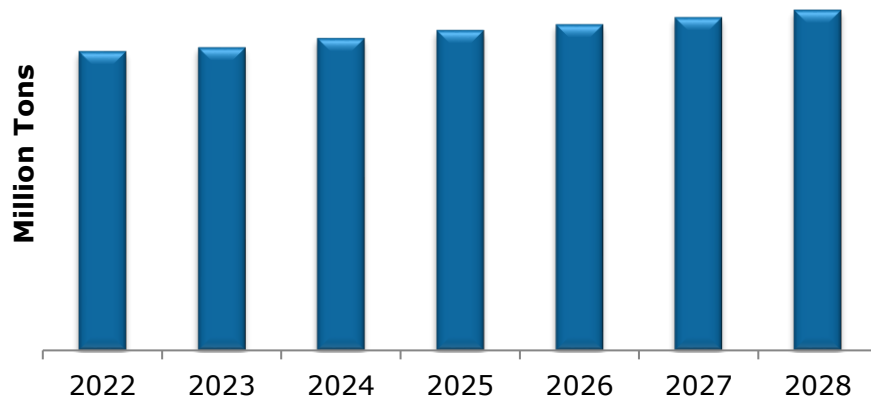
Global Pulp Market Demand by Region; 2022



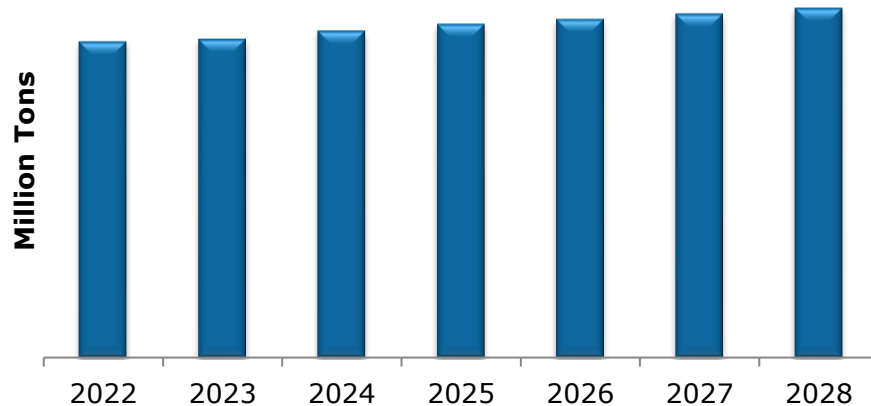
Region	Share
Asia Pacific	xx%
Europe	xx%
North America	xx%
ROW	xx%

Pulp Market: Type Analysis

Global Bleached Hardwood Kraft Pulp Market by Demand



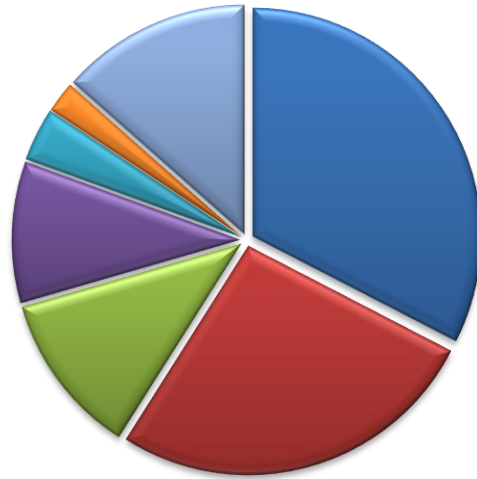
Global Bleached Softwood Kraft Pulp Market by Demand



Type	CAGR (2023-2028)
Bleached Hardwood Kraft	xx%
Bleached Softwood Kraft	xx%
Mechanical	xx%
UKP (Unbleached Kraft Pulp)	xx%

Pulp Market: Global Analysis

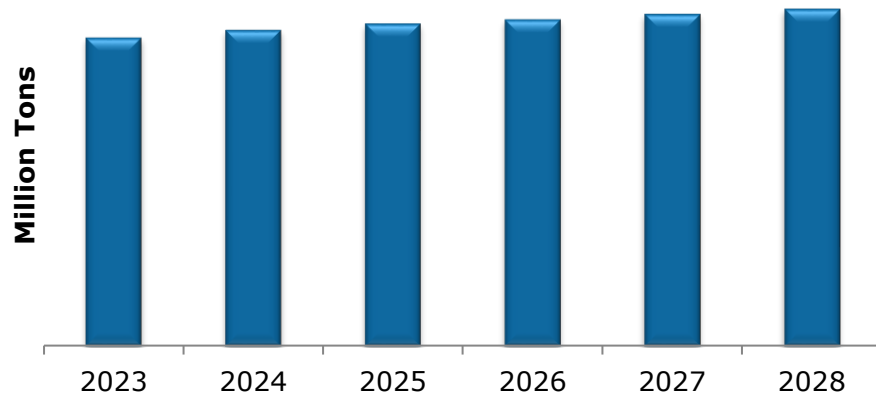
Global Bleached Hardwood Kraft Pulp Market Production by Region; 2022



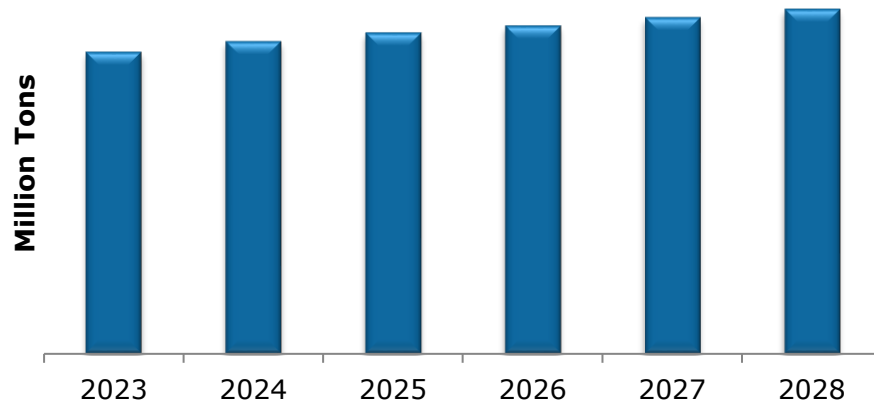
Region	Share
China	xx%
Western Europe	xx%
North America	xx%
Latin America	xx%
Japan	xx%
Eastern Europe	xx%
Other	xx%

Pulp Market: End Market Analysis

Global Tissue Pulp Market by Demand



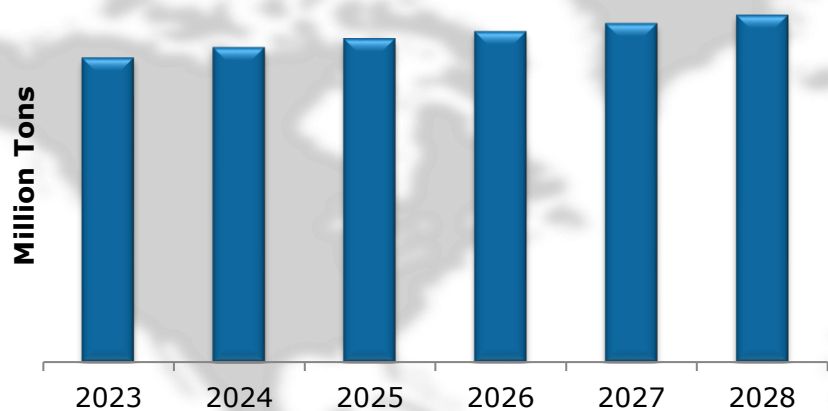
Global Packaging Pulp Market by Demand



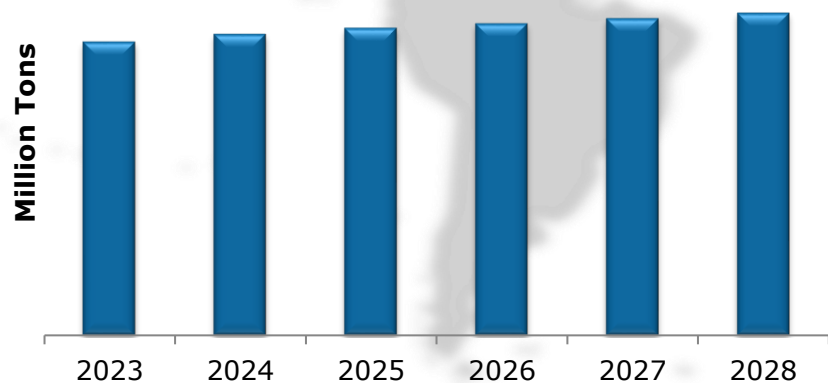
End Market	CAGR (2023-2028)
Tissue	xx%
Packaging	xx%
Printing & Writing	xx%
Specialty	xx%
Fluff	xx%

Pulp Market Demand: Regional Analysis

Asia Pacific Pulp Market by Demand



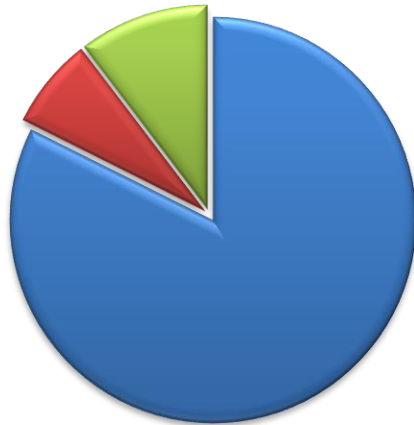
Europe Pulp Market by Demand



Region	CAGR (2023-2028)
Asia Pacific	xx%
Europe	xx%
North America	xx%
ROW	xx%

Asia Pacific Pulp Market: An Analysis

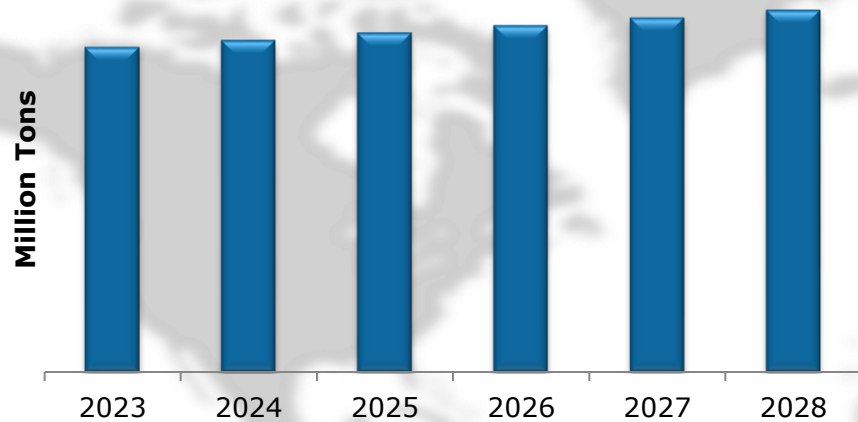
Asia Pacific Pulp Market Demand by Region; 2022



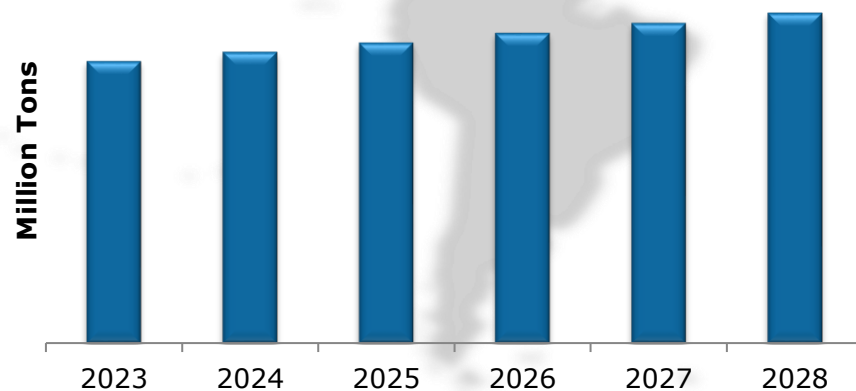
Region	Share (2022)	CAGR (2023-2028)
China	xx%	xx%
Japan	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Pulp Market Production: Regional Analysis

The US Pulp Market by Production

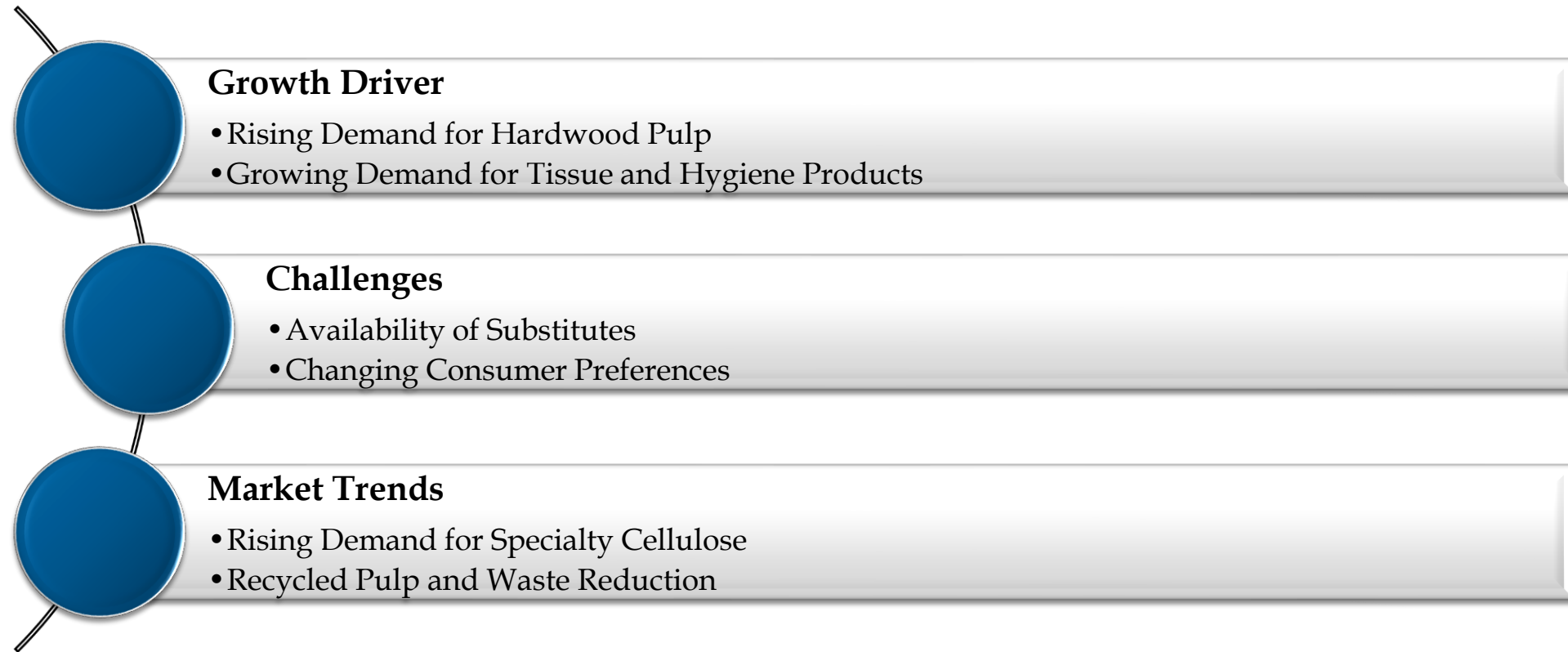


Brazil Pulp Market by Production



Region	CAGR (2023-2028)
The US	xx%
Brazil	xx%
China	xx%
Canada	xx%
Sweden	xx%
Finland	xx%
Japan	xx%
Rest of the World	xx%

Global Pulp Market: Dynamics



Global Pulp Market: Competitive Landscape

Players Profiled

- Canfor Corporation
- Suzano S.A.
- Arauco
- Mercer International Inc.
- WestRock Company
- International Paper Company
- Stora Enso Oyj
- UPM-Kymmene Oyj
- Oji Holdings Corporation
- Billerud AB
- Metsä Group
- Paper Excellence
- Royal Golden Eagle (RGE)

Global Hardwood Pulp Players by Market Share; 2022 (Percentage, %)

