



Euromonitor
International

Global Market Overview of Pulp

December 2023

Table of Contents

INTRODUCTION

Scope

Key findings

Key trends impacting pulp market in 2023

GLOBAL SUPPLY OF PULP

Pulp producers grapple with challenges amid global economic downturn

Brazil and China record a substantial increase in pulp production over the historic period

US: Opportunities lie in recycled paper production

Brazil: Growing environmental regulations mandate more sustainable production practices

China: The country outpaces Canada in global pulp production

Lower demand for paper products results in declining pulp prices globally

Inflation drives rise in related consumer goods prices

GLOBAL DEMAND FOR PULP

Short-term outlook prone to various risks

Demand drivers for pulp across key buyer industries

GLOBAL DEMAND FOR PULP

Disposable paper products industry faces slower growth as demand wanes in post-COVID era

Corrugated paper and paperboard packaging remains valued among consumers

Publishing and printing industry rebounds from the pandemic lows

COUNTRY SNAPSHOTS

Top 10 country profile: US

Top 10 country profile : Brazil

Top 10 country profile : China

Top 10 country profile : Canada

Top 10 country profile : Sweden

Top 10 country profile : Finland

Top 10 country profile : Indonesia

Top 10 country profile : Russia

Top 10 country profile : Japan

Top 10 country profile : Chile

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/global-market-overview-of-pulp/report.