Paper Packaging Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Paper, Corrugated & Board Packaging (Packaging)
> **Source:** https://www.mordorintelligence.com/industry-reports/paper-packaging-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 479.96 billion
Projected Forecast (2031)	USD 479.96 billion
Growth Rate (CAGR)	4.62 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

`![Major players in Paper Packaging industry](images/chart_2.png)`

`![Paper Packaging Market Size](images/chart_3.png)`

`![Paper Packaging Market Share by Grade, 2025](images/chart_4.png)`

`![Paper Packaging Market Share by End-User Industry, 2025](images/chart_5.png)`

`![Paper Packaging Market Growth Rate by Region](images/chart_6.png)`

`![Paper Packaging Market Concentration](images/chart_7.png)`

`![footer background image](images/chart_10.png)`

`![Mordor Intelligence on Facebook](images/chart_12.svg)`

`![Mordor Intelligence on Pinterest](images/chart_14.svg)`

`![Mordor Intelligence on Instagram](images/chart_15.svg)`

`![ESOMAR](images/chart_17.png)`

`![GPTW](images/chart_19.png)`

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 479.96 Billion |
Market Size (2031) | USD 601.73 Billion |
Growth Rate (2026 - 2031) | 4.62 % |
Fastest Growing Market | Asia Pacific |
Largest Market | Asia Pacific |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Paper Packaging Market Analysis by Mordor IntelligenceThe paper packaging market size was valued at USD 458.8 billion in 2025 and estimated to grow from USD 479.96 billion in 2026 to reach USD 601.73 billion by 2031, at a CAGR of 4.62% during the forecast period (2026-2031). This expansion is propelled by environmental regulations that reward recyclable substrates, the continued rise of online retail, and rapid progress in bio-based barrier coatings that let paper compete with plastics on moisture and grease resistance. Producers benefit from Extended Producer Responsibility fee schedules that lower compliance costs for fiber-based materials relative to multilayer plastics. At the same time, investments in nano-cellulose technology promise PFAS-free performance that aligns with looming U.S. and EU chemical phase-outs. Supply-side flexibility, powered by digital printing and smaller batch economics, is enabling converters to serve short-run, highly customized campaigns at attractive margins, expanding addressable volume for the paper packaging market.

Key Report Takeaways* By grade, containerboard captured 54.12% of the paper packaging market share in 2025.
* By product, the paper packaging market size for folding cartons is projected to grow at a 5.12% CAGR between 2026-2031.
* By end-user, food captured 39.64% of the paper packaging market share in 2025.
* By packaging format, the market size for molded fibre and pulp is projected to grow at a 6.62% CAGR between 2026-2031.
* By geography, the Asia-Pacific captured 47.62% of the paper packaging market share in 2025.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Paper Packaging Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Development of barrier-coated paperboard solutions	+1.2%	Global; early adoption in North America and EU	Medium term (2-4 years)
Rise in e-commerce corrugated demand	+1.8%	Global; strongest in Asia-Pacific and North America	Short term (≤ 2 years)
Brand-owner shift toward mono-material packs	+0.9%	EU and North America, expanding to APAC	Medium term (2-4 years)
Extended Producer Responsibility mandates	+1.1%	EU, UK, select U.S. states, expanding globally	Long term (≥ 4 years)
Nano-cellulose barrier breakthroughs	+0.7%	North America and Nordic countries; pilot in Asia	Long term (≥ 4 years)
Converting-plant on-site digital printing economics	+0.6%	Global; premium applications in developed markets	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The sector exhibits moderate concentration, with the top five companies controlling roughly 45% of global revenue. The newly formed Smurfit WestRock immediately became the largest integrated player, operating more than 500 converting sites worldwide and focusing on containerboard synergies.[3]Smurfit WestRock, “Merger Completion Announcement,” smurfitwestrock.com International Paper, Mondi, and Graphic Packaging extend vertical control from certified forests through high-graphic folding cartons, while investing heavily in barrier science and digital workflows. Geographic diversification shields majors from regional demand shocks, yet exposes them to varying regulatory regimes and fiber-price volatility.

Strategic maneuvers center on portfolio re-mix: International Paper’s agreed divestiture of several European plants cleared antitrust hurdles and unlocked USD 1

.1 billion for North American corrugated upgrades. Suzano's 2024 acquisition of two U.S. mills marked a downstream push that secures offtake for its Brazilian hardwood pulp. On the technology front, Mondi's Austrian facility commissioned a pilot nano-cellulose coater capable of 220 m/min, targeting snack-food liners that conform to EU PFAS restrictions. Graphic Packaging's Better, Every Day roadmap commits to net-zero greenhouse-gas emissions by 2050, aligning capital allocation with decarbonization.

Mid-tier independents differentiate through specialty niches such as grease-resistant wraps or molded-fiber wine shippers. Licensing deals with university spin-offs accelerate the commercialization of lignin-enhanced boards, while joint ventures with chemical suppliers secure access to compostable barrier polymers. Competitive intensity remains high in mature regions, but disciplined capital expenditure and disciplined price-setting maintain rational margins, sustaining investor confidence in the paper packaging market.

Paper Packaging Industry Leaders* International Paper Company

* Smurfit Westrock plc

* Mondi plc

* Packaging Corporation of America

* Stora Enso Oyj

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this study, the paper packaging market covers packaging products primarily made from paper or paperboard that are sold for protecting, transporting, and presenting goods across end uses like food, beverage, healthcare, and consumer goods.

Scope exclusions: We exclude plastic-only, metal, and glass packaging formats, plus upstream forestry and commodity pulp outputs that are not sold as packaging products.

Segmentation Container

* By Grade* Cartonboard* Solid Bleached Sulphate (SBS)
* Solid Unbleached Sulphate (SUS)
* Folding Boxboard (FBB)
* Coated Recycled Board (CRB)
* Uncoated Recycled Board (URB)
* Other Cartonboard Grades

* Containerboard* White-top Kraftliner
* Other Kraftliners
* White-top Testliner
* Other Testliners
* Semi-chemical Fluting
* Recycled Fluting

* By Product* Folding Cartons
* Corrugated Boxes
* Other Products

* By End-User Industry* Food
* Beverage

* Healthcare
* Personal Care
* Household Care
* Electrical and Electronics
* Other End-User Industries

* By Packaging Format* Rigid (Corrugated, Solid Board)
* Semi-rigid (Folding Cartons)
* Flexible Paper (Sachets, Wraps)
* Molded Fibre and Pulp

* By Geography* North America* United States
* Canada
* Mexico

* South America* Brazil
* Argentina
* Rest of South America

* Europe* United Kingdom
* Germany
* France
* Italy
* Spain
* Russia
* Rest of Europe

* Asia Pacific* China
* Japan
* India
* South Korea
* Australia
* Rest of Asia Pacific

* Middle East and Africa* Middle East* United Arab Emirates
* Saudi Arabia
* Turkey
* Rest of Middle East

* Africa* South Africa
* Nigeria
* Rest of Africa

Frequently Asked Questions

How large is the global paper packaging market in 2026?

The paper packaging market size is valued at USD 479.96 billion in 2026.

What CAGR is projected for paper-based packs between 2026 and 2031?

The market is forecast to expand at a 4.62% CAGR through 2031.

Which region contributes the highest revenue?

Asia-Pacific delivers 47.62% of global sales and is also the fastest-growing region.

Which product category is gaining the most momentum?

Folding cartons are advancing at a 5.12% CAGR due to digital printing and premium branding demands.

Why are barrier-coated boards important?

Next-generation coatings replace PFAS, offer superior moisture and oxygen resistance, and keep packs fully recyclable, satisfying brand and regulatory expectations.

How are Extended Producer Responsibility fees influencing material choice?

EPR schemes charge lower rates for recyclable fiber than for difficult-to-recycle plastics, tilting economic advantage toward paper packaging.