



**Euromonitor
International**

Global Market Overview of Pulp

December 2023

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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

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