



Euromonitor  
International

# Paperisation: Paper's Potential to Reshape the Future of Packaging

July 2025

## EXECUTIVE SUMMARY

Paperisation : Paper's Potential to Reshape the Future of Packaging

Key findings

## INTRODUCTION

Paper in the ascendancy

## INTRODUCTION

Key drivers shaping the future of paper-based packaging

## THE RISE OF PAPER-BASED PACKAGING

What is paperisation? And why does it matter?

Paper-based packaging secures above-average growth in core formats

Folding cartons: Food staples and time-saving meal aids fuel expansion

NPD: Myriad new designs in paper and board

Liquid cartons: Reversal of fortunes as drinks are set to outperform dairy

NPD: Health and plastic reduction drive new liquid carton launches

Desire to replace fossil fuel-based plastics is the core paperisation driver

Switching from metal and glass brings additional potential to lower carbon impact

## SUSTAINABILITY: PAPER'S WINNING CREDENTIALS

Sustainability is a must-do and a success story for paper packaging

Consumers care about the environment and want sustainable packaging

As holder of "most sustainable" status, paper is well placed for growth

K-beauty conversion: Moorim and Kolmar remove plastic from product and packaging

Fibre-based innovation that extends beyond the core consumer pack

Sustainability claims slow, but not for packaging: Use claims to build equity

Clean beauty: A trailblazer for sustainable packaging launches

## CHALLENGES TO NAVIGATE: FROM REGULATION TO TRADING CONDITIONS

Regulatory and supply factors

Paper faces more regulatory scrutiny: Prepare for PPWR compliance

New EU forestry rules on paper traceability and the benefits of compliance

China's evolving regulation on the fast-growing e-commerce delivery sector

Tackling technical barrier challenges with sustainable coatings

Circularity via mineral-based and seaweed coatings for foodservice packaging

Paperisation assurances: Do not overlook paper's positives in brand messaging

Trade tensions raise the risk of a paper packaging and circularity slowdown

Joining forces: A key strategy to mitigate cost pressures and to fuel innovation

## CONCLUSION

Recommendations

The evolution of paper-based packaging

Questions we are asking

## 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/paperisation-papers-potential-to-reshape-the-future-of-packaging/report](http://www.euromonitor.com/paperisation-papers-potential-to-reshape-the-future-of-packaging/report).