

Global Pulp, Paper & Forest Products

Global pulp call: Some improved demand for '24 but inventories + capacity a drag

Industry Overview

Expecting better pulp demand in 2024, but...

On 6/7/23, the BofA Global Pulp & Paper team hosted a call with RISI's economist, Patrick Cavanagh, on global pulp markets. Overall, Cavanagh highlighted that pulp prices in Europe and the US continue to remain under pressure, primarily as a result of the collapse in the Chinese pulp market, weak printing & writing demand growth, and high inventories. Looking out, RISI expects lessened printing & writing declines and growth in tissue and board to drive higher demand in 2024. That said, several factors likely keep a lid on restocking, operating rates and pricing.

...inventories + new capacity to keep a lid on prices

There are several large capacity projects ramping up over the next several quarters including Arauco's MAPA (1.56mn MT of bleached eucalyptus kraft [BEK]), Metsä Fiber's Kemi (880k MT of mostly northern bleached softwood kraft [NBSK]), and CMPC Guaíba (350k MT of BEK). Additionally, Suzano's Cerrado greenfield is expected to come online by 2H24 with a capacity of 2.55mn MT of BEK. These projects and already elevated inventory levels (i.e. 48 days on bleached softwood kraft and 59 days on bleached hardwood kraft; Source: Pulp & Paper Products Council) could make it increasingly difficult for producers to clear inventories to appropriate levels. Additionally, given the modest improvement in demand, RISI sees the world market pulp operating rate moving up slightly in 2024, but remaining below 90% (a key threshold for an upward pricing cycle). With elevated producer and port inventories and new capacity coming, buyers will purchase in a "hand-to-mouth" basis, with only modest restocking. As a reminder, BofA is forecasting for China hardwood pricing to be relatively flat y/y in 2024. Cavanagh also mentioned that economic downtime is weighing on demand for woodchips in highercost regions which is ultimately adding to cost curve deflation (on top of chemical, energy, and transportation costs moving lower). With this and more capacity coming online, this could increase competition for market share and continue to pressure prices.

Other points: Fluff premium could compress somewhat

In fluff pulp markets, prices have continued lower given abundant supply, new capacity, and availability of southern bleached softwood kraft (SBSK). However, fluff pulp is still priced well above SBSK (by \$520/MT as of May) which has primarily been the result of transportation premiums placed on fluff over the last year as well as a lack of excess swing capacity. That said, Cavanagh sees this spread narrowing over time given more active swing capacity being added to the market like Georgia Pacific's (GP) fluff pulp investment at its Alabama River Mill (RISI has previously noted that if GP fully swings to fluff at this mill, it would represent a 450k MT per year increase, raising global supply to 8.1mn MT per year).

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