

## **Specialty Paper Market is estimated to be US\$ 37.1 billion by 2022 with a CAGR of 6.0% over the forecast period (2022-2032)**

Paper are created from wooden pulp, and derived from softwood coniferous trees like pine trees. Gloss coated paper, uncoated paper, coated paper, and recycled paper are different types of papers. Specialty Paper are covered with coatings which are designed and so called specialty papers. Specialty Papers are characterized by small volumes, unique, high margin, differentiated product, unique coatings, unique combination of features, cost effective etc. Small paper converters, old commodity mills, and specialty paper mills produce this specialty papers. Specialty papers are used in bio-based films, biodegradable film, barrier protection with hold out for grease and water, flexible packaging, in medical for wound care, smart packaging, etc. Specialty Paper are used in stationery, invitation cards, packaging, paper craft and other industrial purposes. Glossy paper has high sheen. Glossy paper coating has less bulk & opacity. Glossy paper are less expensive than matte paper of equal thickness. Glossy paper reduce the ink absorption which provides sheet an excellent color definition. Specialty glossy papers are used in advertising, brochures, one sheets, flyers, photographic printing and other presentation documents. Epson specialty papers are comprised of 4 to 8 layers per sheet which works together for ink absorbing, locking vibrant colors, which then gives superior quality and instant dry prints. Specialty paper has texture, special color, and feeling which are used in paper bag, packaging material, business card, magazines, book, laminated with cardboard, rigid gift box, etc. Premium paper is also referred as fancy paper, designer paper or specialty paper. Pulp can be obtained from any cell of plant as resources of fibers has large variety. Fibres can be obtained from recycle material. Most common resource of pulpwood is hardwood like aspen, eucalyptus, maple, birch, balsam, oak, acacia, beech, birch, etc. Common resource of pulpwood is softwood like fir, larch, spruce, hemlock, cypress, pine, and timber residues like sawdust and sawmill chips. Non-wood pulp is obtained from agriculture residues like sugarcane bagasse, corn stalks, linen, wheat straw, flax seeds, banana stem, rice straw, cotton stalks, etc. However, paper based material are used in wide variety of industrial designs & architectural objects which has given positive impact on specialty paper market growth.

The report **“Specialty Paper Market, By Product Type (Decor, Kraft, Thermal, Label Papers, and Others), By Raw Material (Additives, Pulp, Fillers & Binders, and Others), By End-Users (Packaging, Printing, Food Service, Construction, and Others) and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Trends, Analysis and Forecast till 2032”**

### **Key Highlights:**

- In February 2022, Smurfit Kappa has launched the state of art Design2Market factory which is a unique facility for creating fast and seamless development process from packaging of design to product launch in market. The factory includes die cutter, digital printer, and provides industry leading packaging performance analysis, rapid prototyping for pilot production & field lab facilities under one roof.
- In September 2022, Stora Enso & Huhtamaki has launched new industrial scale recycling programme for paper cups in Europe. The programme was held to recycle and capture the value of used paper cups at industrial scale.

- In June 2021, WestRock has launched new 'EverGrow' Fiber-based product packaging collection. Newly launched product is made by using sourced wood fiber, reusable, recyclable, compostable and thus support the company's ambition for reducing waste. Newly launched product is the natural extension, and designed with easy stacking, operational efficiency and superior branding at retail.
- In June 2020, Nippon Paper Industries Co. Ltd., has launched the new product of strawless paper pack for school milk. Newly launched product is NP-PAK-mini-School POP. Newly launched product is paper container which fulfill demand of strawless paper pack for school milk. The product has easy opening mechanism in paper pack which provides students or children's to open easily the milk pack and drink it without using straws.

#### **Analyst View:**

The key factor driving the growth of the Specialty Paper market is rising adoption of specialty paper in personal care, food & beverage, and other industrial purpose. Rapid urbanization has given rise in demand for consumption of packed food, online food deliveries, which has given rise in use of packaging product from food industries. Another factor projected to assist the target market's expansion during the forecast period is rising demand for personal care products. Specialty papers are more attractive and glossy and thus widely used in cosmetics, personal care product for packaging. Wide applications in printing, construction, packaging, food service, education, large number of paper & pulp mills, has given boosts to the specialty paper market growth.

***To know the upcoming trends and insights prevalent in this market, click the link below:***

[https://www.prophecymarketinsights.com/market\\_insight/Specialty-Paper-Market-5000](https://www.prophecymarketinsights.com/market_insight/Specialty-Paper-Market-5000)

#### **Key Market Insights from the report:**

Specialty Paper Market accounted for US\$ 37.1 billion in 2022 and is estimated to be US\$ 71.4 billion by 2032 and is anticipated to register a CAGR of 6.0%. The Specialty Paper Market is segmented based on Product Type, Raw Material, End-Users and Region.

- Based on Product Type, Specialty Paper Market is segmented into Decor, Kraft, Thermal, Label Papers, and others.
- Based on Raw Material, Specialty Paper Market is segmented into Additives, Pulp, Fillers & Binders, and others.
- Based on End-Users, Specialty Paper Market is segmented into Packaging, Printing, Food Service, Construction, and others.
- By Region, the Specialty Paper Market is segmented into North America, Europe, Asia Pacific, Latin America, Middle East & Africa.

#### **Competitive Landscape & their strategies of Specialty Paper Market:**

The prominent players operating in the Specialty Paper Market includes, UPM-Kymmene Oyj, Domtar Corporation, Nippon Paper Industries Co. Ltd., International Paper Company, Sappi Ltd., Robert Wilson Paper Corporation, Stora Enso Oyj, WestRock Company, Fedrigoni Holding Limited, Smurfit Kappa Group plc., Kruger Inc., and others.

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.