

A Look at the Evolving Wood Pulp Industry

The wood pulp market research report provides a detailed overview of the competitive landscape, assisting key players in expanding their revenue share.

WILMINGTON, DE, UNITED STATES,
November 20, 2024 /

EINPresswire.com/ -- The [wood pulp market](#) research report provides a detailed overview of the competitive landscape, assisting key players in expanding their revenue share and maintaining competitiveness. The study utilizes a PESTEL analysis and Porter's Five Forces model to examine the industry's competitive dynamics. It



Wood Pulp Industry Overview

also identifies key investment opportunities for stakeholders to maximize returns in the sector, evaluating these areas based on their CAGR and market share. Additionally, the report profiles major players and showcases their financial progress.

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<https://www.alliedmarketresearch.com/request-sample/A09862>

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A report published by Allied Market Research states that the global wood pulp market is estimated to showcase an impressive CAGR of 3.9% with a revenue of \$242.1 billion by 2030. Growing consumer demand for tissue paper products and rising demand for pulp from the paper sector fuel the growth of the wood pulp market. However, strict regulations regarding deforestation hamper the expansion to some extent. Nevertheless, the emergence of new and sustainable technologies is predicted to open new avenues of growth in the future.

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- International Paper

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- Sonoco Products
- UPM-Kymmene Corporation
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- Sappi
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- Sectoral insights

In October 2022, Brazil-based Klabin SA announced the inaugural shipment of PineFluff eXcel, a fluff pulp designed for the hygiene goods market. This new grade combines eucalyptus wood pulp with pine softwood pulp, enhancing properties like fluid retention and distribution.

In November 2022, Canadian company Resolute began using drones to map and disperse seeds across its Ontario woodland, aiming to reduce its carbon footprint. As per the company, this technique also accelerates forest regeneration.

On June 6, 2023, UPM inaugurated its Paso de los Toros pulp mill in the Durazno department of Central Uruguay. The mill, equipped with the latest technology, has an annual production capacity of 2.1 million tons of eucalyptus pulp, prioritizing energy efficiency and reduced environmental impact.

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A significant trend in the wood pulp sector is the growing focus on sustainability, with rising demand for pulp sourced from sustainably managed forests or certified plantations, such as those accredited by the Forest Stewardship Council. Companies are adopting responsible sourcing practices to minimize environmental impact, including reforestation initiatives and reductions in water and energy consumption during pulp production.

The market is experiencing significant technological advancements aimed at enhancing production efficiency and product quality. Innovations in pulp processing, including advanced

pulping techniques like chemical and mechanical pulping, as well as improved bleaching processes, are boosting pulp yields and improving fiber quality.

Another notable trend in the industry is the rising demand for wood pulp in packaging materials and hygiene products. The surge of e-commerce has increased the need for sustainable packaging solutions, particularly those made from wood pulp-based materials like corrugated boxes and molded pulp packaging.

Geographically, the market covers regions such as North America (including the United States, Mexico, and Canada), Europe (comprising the United Kingdom, France, Italy, Germany, Spain, and other European countries), Asia-Pacific (including Japan, South Korea, Australia, China, India, and the rest of the region), and LAMEA (which includes Africa, the Middle East, and Latin America).

By region, Asia-Pacific generated the highest share of more than two-fifths of the sector in 2020 and is projected to witness the fastest growth from 2021 to 2030. The growth is attributed to the increase in demand for packaging products from the food & beverage and pharmaceutical industries.

To summarize, the AMR report on the wood pulp market delivers an in-depth examination of industry trends, notable developments, regional dynamics, and the competitive landscape. This analysis equips businesses and investors with integral insights to make well-informed decisions, pinpoint potential investment opportunities, and formulate strategies to excel in a rapidly evolving industry.

For more information, visit <https://www.alliedmarketresearch.com/wood-pulp-market/purchase-options>

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep

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online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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