

Steady Growth Ahead: Latex-Saturated Paper Market Projected at 3.1% CAGR to 2032 | TMR

Global Latex-saturated Paper Market to Reach US\$ 3.6 Bn by 2032, Growing at a 3.1% CAGR from US\$ 2.7 Bn in 2023

WILMINGTON, DE, UNITED STATES, December 20, 2024 /EINPresswire.com/ -- The global [latex-saturated paper market](#), valued at US\$ 2.7 billion in 2023, is projected to grow at a CAGR of 3.1% during the forecast period of 2024 to 2032, reaching US\$ 3.6 billion by 2032. This steady growth is fueled by increasing demand for durable and water-resistant materials, particularly in the food and beverage packaging sector.



Global Latex-Saturated Paper Market Outlook 2032: Valued at US\$ 2.7 Bn in 2023, the market is estimated to grow at a CAGR of 3.1%, reaching US\$ 3.6 Bn by 2032”

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Analyst Viewpoint

The growing emphasis on sustainability and durability is reshaping the latex-saturated paper market. The product's versatility, ranging from trade show graphics to bookbinding, positions it as a key material in multiple industries. Manufacturers are focusing on technological innovations to produce recyclable and fiber-based packaging papers, aligning with global sustainability goals.

Market Introduction

Latex-saturated paper, also known as latex-impregnated or latex-coated paper, is treated with latex—typically synthetic rubber—to enhance properties such as resistance to water, oil, moisture, and tearing. These qualities make it an essential material in:

- Packaging: Durable and water-resistant packing materials.
- Construction: Moisture-resistant wall coverings and laminates.
- Publishing: Long-lasting bookbinding materials.

- Healthcare: Medical packaging.
- Electronics: Insulation materials.

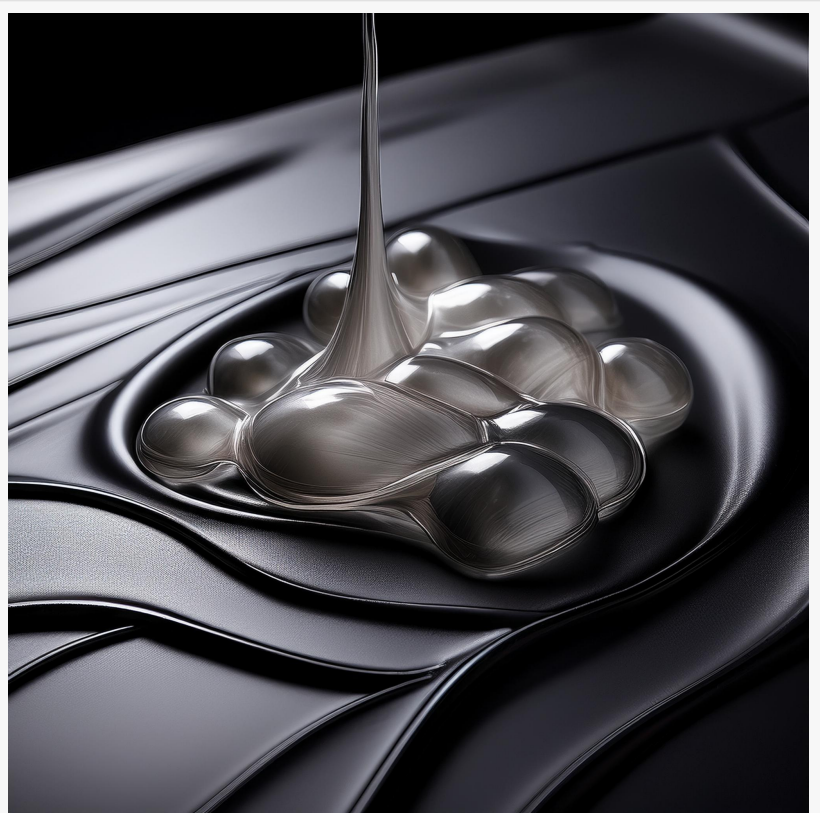
Market Drivers

Rise in Demand for Durable and Water-resistant Packaging Materials

Latex-saturated paper is widely used in the packaging sector to secure products against external elements like moisture and oil. This is particularly critical in the food and beverage industry, where packaging must meet both durability and sustainability standards.

The U.S. leads the North American food and beverage packaging market, which is expected to grow at a CAGR of 4.5% between 2018 and 2028,

according to the Association for Packaging and Processing (PMMI). This trend supports the rising adoption of latex-saturated paper in this sector.



Latex-saturated Paper Market

Increase in Adoption of Trade Show Graphics

The demand for trade show graphics—such as banners and tabletop displays—is significantly boosting market growth. Latex-saturated paper is a preferred choice for its high durability and excellent print quality. The material's adaptability to various printing technologies and its ability to deliver a premium finish make it indispensable for marketing and branding purposes.

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Regional Outlook

Asia Pacific: Leading Market Share

In 2023, Asia Pacific held the largest share of the global latex-saturated paper market. Key drivers include:

- Retail Growth: Expansion in consumer retail, especially in China and India.
- Food & Beverage Demand: China alone accounted for over half of global food and beverage

revenue in 2021, according to the USDA.

- Government Initiatives: The Asian Infrastructure Investment Bank (AIIB) continues to fund projects that promote sustainable infrastructure, indirectly boosting demand for eco-friendly packaging solutions like latex-saturated paper.

Europe: Steady Growth

Europe's food and beverage and packaging sectors are critical to market growth. The U.K. packaging manufacturing sector recorded annual sales of around US\$ 13.6 billion in 2020, further supporting latex-saturated paper demand.

Competitive Landscape

Key players are leveraging advanced technologies and expanding regional footprints to maintain dominance. Companies are emphasizing sustainability by developing recyclable and fiber-based latex-saturated paper products.

Leading Companies:

- Potsdam Specialty Paper Inc.
- Neenah Inc.
- EMI Specialty Papers, Inc.
- Papierfabriek Schut B.V.
- UPM-Kymmene Oyj
- Sihl AG
- Laufenberg GmbH

Key Developments:

- UPM Specialty Papers (May 2023): Showcased recyclable packaging papers at Interpack 2023.
- Neenah Inc. (Nov 2021): Launched DURAFLEX Fiber for enhanced grinding disc backing.

Market Segmentation

By Composition:

- Cellulosic Fibers: Softwood kraft pulp, hardwood kraft pulp, bamboo, rice.
- Non-cellulosic Fibers: Thermoplastic polymers, glass wool.

By Basis Weight:

- < 50 gsm
- 50 - 100 gsm

- 100 - 150 gsm
- 150 - 200 gsm
- 200 gsm

By Application:

- Construction Products
- Packaging Applications
- Publishing & Bookbinding
- Veneer Backing

Regions Covered:

- North America (U.S., Canada)
- Europe (Germany, U.K., France)
- Asia Pacific (China, India, Japan)
- Latin America (Brazil, Mexico)
- Middle East & Africa

Conclusion

The global latex-saturated paper market is poised for consistent growth, driven by rising demand for sustainable and durable materials across various sectors. With innovation at the forefront, manufacturers are well-positioned to capitalize on opportunities in emerging and mature markets alike. The focus on eco-friendly solutions will continue to shape the market trajectory, ensuring alignment with global sustainability initiatives.

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Contact:

Transparency Market Research Inc.
CORPORATE HEADQUARTER DOWNTOWN,
1000 N. West Street,
Suite 1200, Wilmington, Delaware 19801 USA
Tel: +1-518-618-1030
USA – Canada Toll Free: 866-552-3453
Website: <https://www.transparencymarketresearch.com>
Email: sales@transparencymarketresearch.com
Follow Us: LinkedIn | Twitter | Blog | YouTube

Atil Chaudhari
Transparency Market Research Inc.
+1 518-618-1030
[email us here](#)

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