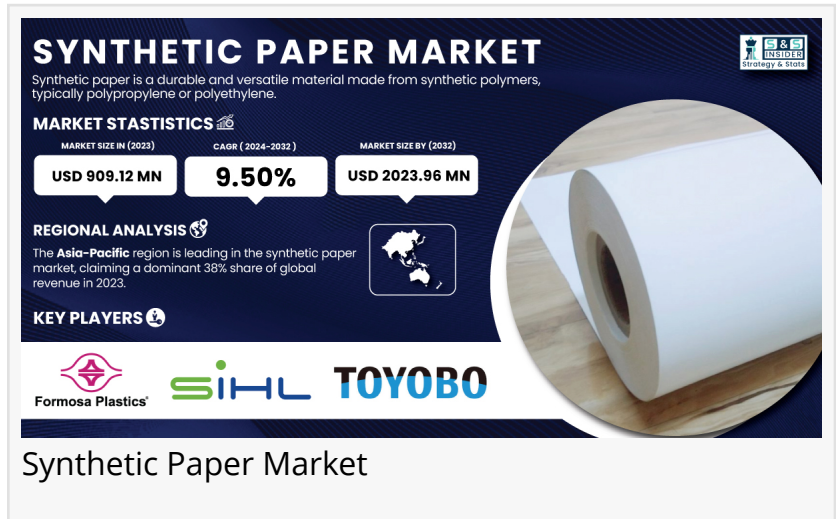


# Synthetic Paper Market to Reach USD 2023.96 Million by 2032 Driven by Rising Demand for Eco-Friendly Packaging Solutions

*The demand for synthetic paper in printing and packaging is rising, driven by material advancements and growing consumer preference for sustainability.*

AUSTIN, TX, UNITED STATES, January 7, 2025 /EINPresswire.com/ -- The [Synthetic Paper Market](#) Size was valued at USD 909.12 million in 2023 and is expected to reach USD 2023.96 million by 2032 and grow at a CAGR of 9.50% over the forecast period 2024-2032.



Synthetic paper, made from plastic resins, has gained significant traction due to its durability, water resistance, and eco-friendliness compared to conventional paper. According to a 2022 report from the Environmental Paper Network, over 15% of global printing materials are transitioning to synthetic alternatives to reduce deforestation and improve recyclability. Industries such as packaging, healthcare, and advertising rapidly adopt synthetic paper for labels, tags, and premium prints. In 2024, Yupo Corporation announced the expansion of its synthetic paper production facilities in Europe to cater to the growing demand for sustainable packaging solutions. Furthermore, governments across regions, including the European Union's ban on single-use plastics, have accelerated the adoption of synthetic paper for its reusability and low environmental impact.

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Leading Key Players Included are:

Formosa Plastics Group, SIHL Group, B & F Plastics, Inc., Jindal Poly Films Ltd., Cosmo Films Ltd., Granwell Products, Inc., Transcendia, Inc., Valéron Strength Film, Toyobo Co., Ltd., TechNova, Yupo Corporation, NAN Ya Plastics Corporation, Hop Industries Corporation, Agfa-Gevaert

Group, PPG Industries Inc., and other players.

What are the Growth Factors of the Synthetic Paper Market?

The main reasons propelling the growth of the worldwide Synthetic Paper market are:

- Synthetic paper's lightweight, tear-resistant, and eco-friendly nature makes it ideal for food packaging and labels.
- Stricter regulations on traditional paper and plastic use have increased the appeal of synthetic paper as an environmentally friendly option.

Adoption of Synthetic Paper Across Key Industry Sectors in 2023

The Synthetic Paper Market demonstrated varying adoption rates across industry sectors, reflecting its diverse applications. The food packaging sector led the Synthetic Paper Market with an adoption rate of 45%, primarily driven by its application in labels and wrappers due to its durability, water resistance, and food-grade safety properties. The advertising industry followed with a 30% adoption rate, where synthetic paper is widely used for posters and outdoor displays, thanks to its tear resistance and ability to withstand harsh weather conditions. The healthcare sector accounted for 15%, leveraging synthetic paper for medical charts and tags, which require longevity and resistance to moisture and chemicals in clinical environments. Lastly, the industrial sector held a 10% adoption rate, utilizing synthetic paper for instruction manuals and safety guides, where its lightweight and eco-friendly characteristics offer a sustainable alternative to traditional materials. Additional data highlights that demand in the food packaging sector surged following government regulations restricting single-use plastics, while healthcare adoption grew alongside the need for hygienic and durable materials in medical records and identification tags.

Market Segmentation and Sub-Segmentation included are:

By Material Type

- BOPP
- HDPE
- PET
- PVC

By Application

- Printing
- Labels & Tags
- Packaging
- Others

By End-Use

- Industrial
- Institutional
- Commercial/Retail

Which segment dominated the Synthetic Paper Market?

The printing segment dominated the synthetic paper market with approximately 38.22% market share in 2023. This is due to synthetic paper's superior qualities, including strong ink adhesion, high durability, tear and water resistance, and scratch resistance. Additionally, its low static surface reduces double feeding issues, ensuring smoother printing and its compatibility with various printers makes it a versatile choice for different applications.

What are the opportunities in the Synthetic Paper market?

The growing adoption of synthetic paper in emerging markets such as India and Brazil provides a significant opportunity. Rising investments in local production facilities and increasing awareness about eco-friendly alternatives are key growth drivers.

Innovations in synthetic paper coatings are opening up new applications in the digital printing and electronics industries, further broadening the market's scope.

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Which region dominated the Synthetic Paper market?

The Asia-Pacific region dominated the synthetic paper market with a market share of about 38% share of global revenue in 2023. This growth is driven by the expansion of key industries such as pharmaceuticals, printing, and packaging. The booming e-commerce sector further boosts demand, as synthetic paper's durability makes it ideal for shipping packaging. Rising disposable incomes and improved living standards in developing countries like India and China fuel increased demand for consumer goods, pharmaceuticals, cosmetics, and food & beverages, all of which benefit from synthetic paper's versatility.

Recent Developments:

□ April 2024: Cosmo Synthetic Paper (CSP), a division of Cosmo Films, launched 8 new brands emphasizing durability, printability, and sustainability, solidifying its position as an industry leader in innovative printing solutions.

□ May 2023: DuPont expanded production capacity for Tyvek, its widely used synthetic paper brand, to meet growing demand in the packaging and labeling sectors.

The Synthetic Paper Market is witnessing transformative growth driven by rising environmental awareness, advancements in material technology, and a shift toward sustainable packaging. As

governments and industries increasingly adopt eco-friendly solutions, synthetic paper is poised for unprecedented growth in the coming decade.

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