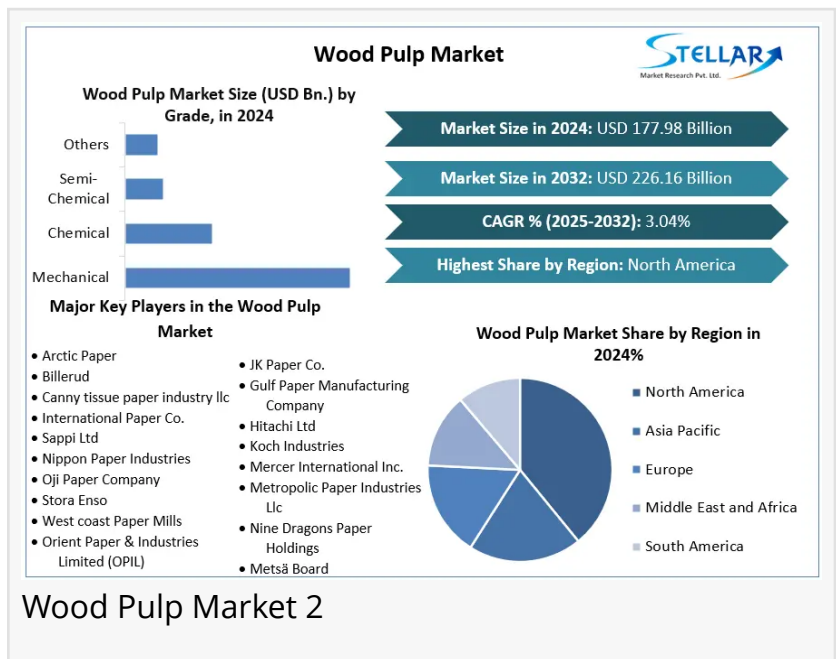


Stellar Market Research study expected the growth rate of the Wood Pulp Market from 2025 to 2032.

Wood Pulp Market size was valued at USD 177.98 Bn. in 2024 and is expected to grow at a CAGR of 3.04% from 2025 to 2032, reaching nearly USD 226.16 Bn. by 2032.

DECATUR, GA, UNITED STATES, June 13, 2025 /EINPresswire.com/ -- The Global [Wood Pulp Market](#) size is expected to grow from USD 177.98 billion in 2024 to USD 226.16 billion in 2032, with a CAGR of 3.04% during the forecast period. Key market drivers contributing to the growth of the wood pulp market include increasing global demand for packaging and hygiene products, progress in implementing technological innovations in pulp production, and the shift towards sustainable and recyclable raw materials. Additional factors that negatively affect the industry include green regulations in the packaging recycling industry and developments in chemical pulping process technology.



“

Wood pulp is more than processed wood. it's a main ingredient of paper, packaging, and hygiene products.”

Navneet Kaur

Wood Pulp Market Overview

Wood pulp is a fibrous material from wood, produced by mechanical or chemical processing, that is made primarily of cellulose and hemicellulose. Paper products (including printing, tissue, and specialty papers) are both made from and depend on wood pulp as the raw material. The wood pulp sector provides mechanical pulp, chemical pulp, semi-

chemical pulp, and other pulp options for composite materials, based on its strength and ink absorbency, and production cost. Mechanical pulp (the cheapest and most opaque wood pulp) is commonly used in newspapers. Chemical pulp produces stronger fibers and is better suited for

higher-quality applications, such as writing and offset papers. With more attention directed at eco-friendly packaging, wood pulp will remain in great demand both for packaging and hygiene goods.

To know the most attractive segments, click here for a free sample of the report:

https://www.stellarmr.com/report/req_sample/Wood-Pulp-Market/1810

Wood Pulp Market Dynamics

Drivers

Rising Demand for Packaging and Hygiene Products

The explosive growth of the e-commerce sector, along with continued awareness regarding personal hygiene resulting from the pandemic, has increased the demand for sustainable packaging and tissue products. Wood pulp is a significant raw material for making corrugated boxes, sanitary tissues, and wet wipes. As an example, India and Southeast Asia are consuming larger amounts of tissue products, as people become able to afford disposable income due to urbanization. Food packaging is also trying to move towards biodegradable products and solutions, like wood pulp.

The advancements in chemical pulping with innovations and the persistent progress with sustainability initiatives.

Advancements in sulphate (kraft) pulping technology could improve yield / lower the amount of solid waste generated and chemicals used. Additionally, the brightness, strength, and absence of toxins in bleached chemical pulps now provide higher brightness and strength with no risk to the immediate environment. Leaders in the segment have identified the shifting strategies for sustainability that focus on closed-loop chemical recovery systems and low-energy options to support ESG objectives. As an example, Metsä Board from Finland is a leader in the category and uses green electricity with zero-emission targets to meet the increasing needs for low-carbon pulp.

Restraints

Environmental Regulations and Deforestation Policies

The rigorous regulations related to forest resources management and deforestation are expected to increase the cost of compliance. The EU's new deforestation-free supply chain law started in December 2024, and it requires all imported pulp and paper to be traceable and certified as sustainably sourced. This has led to pulp production operations stopping exports from regions such as Southeast Asia and Latin America, where forest governance has always been inconsistent.

Volatile Raw Material Costs and Energy Consumption

Pulp production is highly energy-intensive, and rising electricity and chemical costs are impacting profit margins. Fluctuations in the price of wood logs due to weather events, forest fires, and transport issues are further affecting the market. In 2024, Brazil and Canada saw delays in pulp production due to heat waves and wildfires impacting forest yields.

Wood Pulp Market Innovations and Developments

March 2024 - Enzyme-Based Pulping Trials Taking Steps Forward: In March of 2024, Sweden and Canada began trials of an enzyme-based pulp and paper method at a large scale to use fewer chemicals. This sustainable innovation creates fibers that are stronger and softer while simultaneously greatly reducing the impact on the environment. The players in the pulp and paper industries are watching the results closely as enzyme-based pulping has the potential to bring pulp production into a more sustainable sphere globally.

February 2024 - Momentum Grows for Oxygen Delignification: In February of 2024, major pulp producers across Europe will implement an oxygen delignification pre-bleaching stage. By employing oxygen delignification, chlorine use is lessened, energy efficiency is improved, and a more sustainable mill operation is achieved. The companies have responded to tightening environmental and social regulations, and the rationalization and sustainable use of biodegradable products is shown in the use of oxygen delignification as an established green technology.

January 2024 - Progress of Nanocellulose in Various Applications: In January 2024, the use of nanocellulose from wood pulp has found a variety of applications, including packaging films, flexible electronics, and even biomedical applications. Those in the sector promote the material with its unique characteristics, light weight, strength, and ductility/netability while remaining biodegradable. There is research and development ongoing to scale up production, and if so, it can be a great technology uplift for pulp-based product sectors globally.

To know the most attractive segments, click here for a free sample of the report:

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Wood Pulp Market Segmentation

By Grade Wood Pulp Market is segmented by Mechanical, Chemical, Semi-Chemical, and Others. The development of Mechanical Grade wood pulp involves the separation of the fibres without chemical means. It includes pulping from recycled paper and thermomechanical pulping (TMP), chemi-thermomechanical pulping (CTMP), refiner pulping, and stone groundwood pulping (SGW). The grinding or refining process typically involves mechanically grinding wood chips into fibres against a revolving abrasive surface. Mechanical wood pulp differs from chemical pulp in its retention of a large amount of natural lignin and other wood components, resulting in coarser, shorter fibres. Mechanical wood pulp has a low cost of production, is easy to produce, does an excellent job at consuming ink, has a good opacity, yields a softer surface, and is

smooth. Suitable for printing applications. Mechanical wood pulp is most often used for newsprint production.

Wood Pulp Market Regional Analysis

Asia-Pacific

The Asia-Pacific region holds the largest market share with significant consumption from China, India, and Southeast Asia. China can be labelled as the biggest wood pulp importer to date, and its consumption is being fueled by an increased demand in both packaging and tissue use. Additionally, India's overall pulp consumption is increasing due to government-led initiatives that are providing support for sustainable packaging. Enhancements toward domestic production from companies such as JK Paper and Emami Paper Mills will also increase overall pulp consumption.

Europe

Europe is considered a mature market, and its focus is on sustainable sourcing while providing high-quality pulp. Finland, Sweden, and Germany are the main producers of wood pulp within Europe, and the European Union (EU) has established regulations for using sustainably sourced raw material. Also, evident with acquisitions made by Heinzl Group and expansion by Stora Enso, and other companies focus on modernization and integration of operations into regions.

North America

In North America, the US and Canada are significant exporters of chemical pulp. The main focus of companies within the region is working toward energy efficiency and emission reductions. In 2024, International Paper expanded its specialty pulp line due to rising demand from consumers in the tissue and hygiene sectors. Increased consumption of recycled pulp in the domestic markets will drive strategies in the future.

Wood Pulp Market Competitive Landscape

Major global and regional players in the Wood Pulp Market focus on capacity expansion, sustainability, and vertical integration. Key players include:

Arctic Paper

Billerud

Canny Tissue Paper Industry LLC

International Paper Co.

Sappi Ltd

Nippon Paper Industries

Oji Paper Company

Stora Enso
West Coast Paper Mills
JK Paper Co.
Gulf Paper Manufacturing Company
Mercer International Inc.
Nine Dragons Paper Holdings
Metsä Board
Nath Industries Ltd
Emami Paper Mills
Hitachi Ltd
Koch Industries
Metropolic Paper Industries LLC
Wood Pulp Market Summary

The global Wood Pulp Market was valued at USD 177.98 billion in 2024 and is expected to reach USD 226.16 billion by 2032, growing at a CAGR of 3.04%. Growth is driven by the increasing demand for sustainable packaging, hygiene products, and the advancement of technology used in pulping. The Asia-Pacific region, led by China and India, is dominating the Wood Pulp market. On the contrary, Europe is focusing on sustainability and developing premium products in the market. The region made up of North America is benefiting from a strong supply of chemical pulp as well as increasing demand for tissue and specialty paper. Innovative materials such as enzyme pulping and nanocellulose are expected to change the landscape of Wood Pulp. The competition is fierce with top global pulp producers such as International Paper, Stora Enso, JK Paper, and Mercer making investments in modernization, sustainability, and geographic expansion to stay competitive in an ever-changing global market.

Related Report

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