

## ANMD-MRS33-322 · Sustainable Packaging Innovations

# Recycled Paper Packaging

A Global Sustainability Due Diligence & Market Research Study

History 2020–2024 · Base Year 2025 · Forecast 2025–2032 · Outlooks 2035 / 2040 / 2050 · Currency US\$

## WHY THIS REPORT

Recycled paper packaging turns recovered fibre into corrugated, folding cartons and molded-fibre formats that replace virgin paper and plastic across e-commerce, food and consumer goods. This decision-grade study sizes the global market three ways — value, tonnes produced and packaging volume — across format type, structure and application, across seven regions and four scenarios to 2032, with outlooks to 2050.

## SUSTAINABILITY & SDG IMPACT — THE ANMD LENS

Sustainability is this report's backbone, not an afterthought. Beyond plastic substitution, recycled paper packaging delivers measurable virgin-fibre reduction, carbon savings and high recyclability, while closed-loop recovery strengthens the circularity story.

### Mapped Sustainable Development Goals:

<b>SDG 2</b> Zero Hunger	<b>SDG 6</b> Clean Water	<b>SDG 7</b> Affordable Clean Energy	<b>SDG 13</b> Climate Action	<b>SDG 15</b> Life on Land
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### Measurable sustainability outcomes assessed:

- Lower virgin-fibre demand through high recovered-fibre content
- Reduced carbon versus virgin board and plastic formats
- High kerbside recyclability and proven circularity
- Fibre sourcing and pulping water-and-energy intensity as material risks

**Framework alignment:** Double materiality mapped to GRI, SASB, ISSB, TCFD, TNFD, CSRD and the EU Taxonomy, with greenwashing and SDG-washing screens applied throughout.

## WHAT'S INSIDE AT A GLANCE

<b>53</b> Chapters	<b>9</b> Report Parts	<b>7</b> Regions Covered	<b>40+</b> Country Markets
<b>2025–32</b> Forecast Horizon	<b>4</b> Forward Scenarios	<b>25+</b> Companies Profiled	<b>5</b> SDGs Mapped

## REPORT COVERAGE

**Geographic scope:** North America, Europe, Asia Pacific, Latin America, Africa, Middle East and Rest of World — with named country intelligence. Europe leads recycled-content adoption; Asia Pacific is the scale engine on e-commerce volume; North America accelerates on pledges and molded-fibre substitution.

## MARKET OVERVIEW

### Scaling with the plastic-to-paper shift — where recyclability and recycled content set the baseline.

The recycled paper packaging market is scaling with the plastic-to-paper shift and e-commerce growth. Demand is driven by the convergence of plastic-reduction mandates with brand commitments and recycled-content targets, supported by mature recovery and recycling systems. The market is read three ways — value, tonnes produced and packaging volume — and forecast under four scenarios, each region reported separately.

- Europe leads recycled-content adoption — Germany, the UK, Italy and the Nordics, on EPR and high recovery
- Asia Pacific is the scale engine — China, India, Japan and Southeast Asia on e-commerce volume
- Format and application segment the value — across recycled corrugated, folding cartons and molded fibre
- Recyclability and recycled content are the differentiators — increasingly the baseline brands require

## REGIONAL OUTLOOK

Across seven reporting regions, the report separates early commercialisation leaders from high-growth and emerging markets — each profiled in full rather than aggregated into Rest of World.

Region	Stage	Lead Markets & Drivers
Europe	Recycled-content leader	Germany, UK, Italy, Nordics — EPR, recycled-content targets, high recovery
Asia Pacific	Scale engine	China, India, Japan, Southeast Asia — e-commerce volume, recovered-fibre capacity
North America	Accelerating	United States, Canada — plastic-reduction pledges, molded-fibre substitution
Latin America	Emerging	Brazil, Mexico — recovered-fibre growth, packaging demand
Africa	Frontier	South Africa, Egypt — recovery expansion, local production
Middle East	Frontier	UAE, Saudi Arabia — e-commerce packaging, recycling investment

## KEY MARKET DRIVERS & RESTRAINTS

Drivers	Restraints
<ul style="list-style-type: none"> <li>• Plastic-to-paper substitution and e-commerce growth</li> <li>• Recycled-content targets and EPR regulation</li> <li>• Brand commitments and retailer mandates</li> <li>• High recovery rates and recycling infrastructure</li> <li>• Molded-fibre and protective-packaging innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Recovered-fibre quality and supply volatility</li> <li>• Coating and barrier-versus-recyclability trade-offs</li> <li>• Price competition with virgin fibre</li> <li>• Food-contact and contamination constraints</li> <li>• Energy and water intensity of pulping</li> </ul>

## SEGMENTATION SNAPSHOT

<b>By Format Type</b>	Recycled corrugated · folding cartons · molded fibre
<b>By Structure</b>	Single-wall · double-wall · molded / formed
<b>By Component</b>	Recovered fibre · pulp · starch binders · coatings · adhesives
<b>By Application</b>	E-commerce · food & beverage · consumer goods
<b>By End User</b>	Brand owners · e-commerce / retail · converters · foodservice
<b>By Deployment Scale</b>	Pilot · distributed · commercial-scale

## TABLE OF CONTENTS — PARTS & CHAPTERS

The full report is organised into nine parts across 53 chapters, listed below. Detailed sub-headings, country tables and directories are provided in the full report.

### Part I — Report Foundation, Discovery and Strategic Intelligence

- › Chapter 1. Scope, Methodology and Report Architecture
- › Chapter 2. Industry Discovery Summary — Recycled Paper Packaging
- › Chapter 3. Executive Intelligence and Decision Dashboard
- › Chapter 4. Strategic Findings, Materiality and Investment Verdict Preview

### Part II — Market Intelligence, Sizing, Forecasting and Segmentation

- › Chapter 5. Industry Overview and Market Evolution
- › Chapter 6. Market Dynamics
- › Chapter 7. Global Market Size and Forecast, 2020–2032
- › Chapter 8. Market Segmentation Analysis
- › Chapter 9. End-User and Demand-Side Intelligence
- › Chapter 10. Pricing, Cost and Commercial Model Intelligence

### Part III — Regional and Country Intelligence

- › Chapter 11. Global Regional Intelligence Framework
- › Chapter 12. North America Market Intelligence
- › Chapter 13. Europe Market Intelligence
- › Chapter 14. Asia Pacific Market Intelligence
- › Chapter 15. Latin America Market Intelligence
- › Chapter 16. Africa Market Intelligence
- › Chapter 17. Middle East Market Intelligence
- › Chapter 18. Rest of World Market Intelligence

### Part IV — Technology, Innovation and Category-Specific Intelligence

- › Chapter 19. Technology Landscape and Architecture
- › Chapter 20. Emerging and Next-Generation Technology Intelligence
- › Chapter 21. Category-Specific Intelligence Module
- › Chapter 22. Research, Innovation and Funding Landscape

## Part V — Company, Competition, Patent and Project Intelligence

- › Chapter 23. Competitive Landscape
- › Chapter 24. Company Profiles
- › Chapter 25. Mergers, Acquisitions, Partnerships and Ecosystem Intelligence
- › Chapter 26. Patent Landscape and Intellectual Property Intelligence
- › Chapter 27. Project, Deployment and Case-Study Intelligence

## Part VI — Sustainability, ESG, SDG, Climate and Natural-Capital Intelligence

- › Chapter 28. Sustainability Intelligence Suite
- › Chapter 29. ESG Intelligence and Double Materiality
- › Chapter 30. ESG and Sustainability Framework Alignment
- › Chapter 31. SDG Intelligence
- › Chapter 32. Carbon, Net-Zero and Climate-Mitigation Intelligence
- › Chapter 33. Water, Biodiversity and Natural-Capital Intelligence
- › Chapter 34. Circular Economy and Resource-Security Intelligence
- › Chapter 35. Social Impact, Human Capital and Community Intelligence
- › Chapter 36. Climate Risk, Adaptation and Resilience Intelligence

## Part VII — Supply Chain, Policy, Legal, Economics and Finance

- › Chapter 37. Value Chain, Supply Chain and Geopolitical Intelligence
- › Chapter 38. Policy, Regulation and Incentive Intelligence
- › Chapter 39. Legal, Contracting and Risk-Allocation Intelligence
- › Chapter 40. Unit Economics, CAPEX, OPEX and Return Analysis
- › Chapter 41. Investment, Sustainable Finance and Bankability Intelligence

## Part VIII — Scenario, Future Intelligence and Final Due Diligence Verdict

- › Chapter 42. Scenario Analysis and Future Intelligence
- › Chapter 43. Sustainability Due Diligence Framework and Data-Room Index
- › Chapter 44. Risk Register, RAG Rating and Anti-Greenwashing Screen
- › Chapter 45. Bottom-Line Verdict and Strategic Recommendations
- › Chapter 46. Implementation Roadmap and Stakeholder Playbooks

## Part IX — Annexes, Directories and Reference Material

- › Chapter 47. Methodology Annex
- › Chapter 48. Corporate Directory and Company Intelligence Annex
- › Chapter 49. Patent Directory and Patent Intelligence Annex
- › Chapter 50. Project Intelligence Annex
- › Chapter 51. Forecast Annex
- › Chapter 52. Sustainability KPI Annex
- › Chapter 53. Reference Annexes

## COMPETITIVE & INVESTMENT SNAPSHOT

The competitive field spans paper-and-packaging majors, molded-fibre specialists and recycled-board producers. Deal activity — recycled-capacity expansion, molded-fibre acquisitions and brand-owner partnerships — signals a market consolidating around bankable, repeatable designs.

### Representative players profiled in the full report:

Smurfit Westrock plc · Mondi plc · DS Smith plc · Stora Enso Oyj · Huhtamaki Oyj · and further profiled players across the value chain.

**Investment intelligence:** venture, infrastructure, development, climate and blended finance, green bonds and sustainability-linked loans — culminating in a bankability assessment and a clear, condition-based investment view.

## KEY QUESTIONS THIS REPORT ANSWERS

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- ? How large is the global recycled paper packaging market, and how fast will it grow to 2032?
- ? Which regions, countries and segments offer the strongest risk-adjusted opportunity?
- ? Who leads, and where is the competitive and patent white space?
- ? Is the investment case bankable — and under what conditions?
- ? How does the technology align with the SDGs and emerging disclosure regulation?

## WHY ANMD — THE DIFFERENCE

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*Most market studies stop at units and revenue. This report is built as a sustainability due diligence instrument — fusing market sizing with ESG, SDG, climate, water and natural-capital intelligence and a decision-ready bankability assessment in a single architecture.*

- › **Triangulated sizing** — every market read three ways (value, tonnes produced and packaging volume) so value, volume and packaging volume views reconcile rather than conflict.
- › **Region-honest forecasting** — Latin America, Africa and the Middle East reported in full, never hidden inside Rest of World, every forecast resolved to the 2025 base year.
- › **Integrated evidence base** — company, patent and project databases linked to the analysis, with published-filing patents and FTO treated as an indicator, not a legal conclusion.
- › **No-fabrication discipline** — every estimate carries a data-confidence rating and disclosed sources; gaps are flagged for further diligence, never filled with invented numbers.
- › **Anti-greenwashing rigour** — SDG-washing and greenwashing screens plus claim-substantiation checks built into the ESG and project analysis.
- › **Decision-first structure** — 9 Parts and 53 Chapters culminating in stakeholder playbooks and a clear, condition-based bankability view.

## WHO SHOULD BUY THIS REPORT

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Investors and infrastructure / PE funds, paper-and-packaging manufacturers, converters, brand owners, e-commerce and retail, foodservice, lenders, policymakers, and corporate strategy and ESG teams.

### Access the Full Report

The complete report delivers all 53 chapters in full, with every sub-heading, country table, company and patent directory, forecast model and due diligence checklist.

Purchase at [www.anewmarketdynamics.com](http://www.anewmarketdynamics.com) · Standard & Premium licences · Single-Site (SSL) and Global-Site (GSL) options at checkout.

### Want the Complete Detailed Table of Contents?

This prospectus lists the nine parts and 53 chapters. The complete detailed table of contents — every sub-heading, country table, exhibit, company and patent directory and annex — is available on request to registered users. To receive it, register with your official company email at [www.anewmarketdynamics.com](http://www.anewmarketdynamics.com). The full detailed table of contents will be sent directly to your registered company email address.