

Russia Paper Packaging Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 102 pages | Mordor Intelligence

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Report description:

The Russia Paper Packaging Market is expected to register a CAGR of 4.2% over the forecast period. Demand for Paper packaging has been increasing due to its cost-efficient and versatile methods of protecting, preserving, and transporting a broad range of products. Additionally, it can be customized to meet customers' needs or product-specific requirements also contribute to the market growth of paper-based packaging.

Key Highlights

Attributes like biodegradability, lightweight, and recyclability of paper packaging make it an essential component for packaging. This type of packaging is currently used for designing new and beautiful models and adding branding functions.

Because of its excellent performance features and convenience of availability, paper has been the conventional choice for packaging. However, as the packaging industry evolves, consumers of packaging materials are gravitating toward plastics.

Moreover, the region's government has responded to public concerns about packaging waste, particularly single-use packaging waste, by enacting regulations to reduce environmental waste while also improving waste-management processes.

Furthermore, Paper-based bottles have gained popularity as a potential replacement for plastic. However, the leaching of paper compounds into the product, flavor degradation, and maintaining the strength and integrity of the packaging material during transport, handling, and display are all challenges. The supply chain also influences paper availability, with many businesses struggling to obtain enough of it. However, paper and paperboard packaging are still gaining popularity in the market.

Due to the outbreak of COVID-19, the market studied faced slow growth due to lockdowns imposed by various countries that have disrupted the supply chain process and the closure of some countries' production plants to curb the virus's effect. Further, the Russia-Ukraine war has an impact on overall packaging ecosystem.

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Increasing Growth of E-commerce Creating Demand for Corrugated Boxes

The growing e-commerce market in the country is creating a demand for corrugated and paperboard products, especially from transportation and logistics players. Most recently, corrugated boxes have become an integral part of the personal care industry due to the gaining popularity of subscription boxes in recent years. The corrugated boxes are not only sturdy but can hold different products with the help of a detailed cut-out in the box. Since the subscription boxes are usually shipped, corrugated boxes are preferred.?

Subscription boxes are catered to meet cosmetic requirements and often hold more than one product. These products are specially customized to meet the grooming requirements of men, women, the elderly, and children.

The corrugated boxes are highly versatile. These boxes can take various forms other than the box, and due to the sustainability issues with plastic packaging, these products are slowly replacing plastic bags. The corrugated boxes act as a significantly perfect base to hold several types of printing techniques. For these reasons, cosmetics and e-commerce companies prefer corrugated packaging as a marketing tool. These boxes can act as mobile billboards, where the companies have the advantage of spending less on marketing products.?

Beverages Sector to Witness Significant Growth

Even more than bioplastics, paper is regularly mentioned as a plastic container substitute. Several companies are switching to paper-based packaging to limit the usage of plastics. However, current evidence suggests that paper packaging requires three times the mass of its plastic equivalent to provide the same purpose. As a result, except for its carbon footprint, the paper has a higher overall environmental impact. Furthermore, substituting form for plastic could result in a significant supply shortage. Paper is a temporary fix that merely shifts the burden of packaging issues.

Many companies in the market are expanding their footprints, which will further boost the studied market segment. For example, recently, Huhtamaki announced investment plans for further growth in Russia. To respond to the fast development of the retail business and egg packaging industry in Eastern and Central parts of Russia, the company is setting up a new fiber packaging manufacturing plant at its existing site in Alabuga, Tatarstan. Preparatory work on the site is underway, and production of fiber packaging had begun during the first quarter of 2022.

A premium of 10-20 cents per piece is routinely applied to all paper packaging items. This is a significant barrier to paper package uptake. Hence, the industry has begun using a broader feedstock, including agricultural waste and hardwood and softwood fibers, to address the problem. The objective is that by employing waste fibers, businesses will achieve more sustainability and cheaper costs, lowering product premiums.

Moreover, Kraft Heinz was to collaborate with Pulpex in May 2022 to develop a paper-based, renewable, and recyclable bottle made entirely of sustainably sourced wood pulp. According to the CPG behemoth, Heinz is the first sauce brand to evaluate the possibilities of Pulpex's sustainable paper bottle packaging for its sauces.

Russia Paper Packaging Market Competitor Analysis

The Russia Paper Packaging Market is fragmented and competitive because of presence of many major players in the country. The key players in the Russian paper packaging market are Tetra Laval, Smurfit Kappa Group, WestRock Company, Mondi Group, and Ds Smith Plc, among others. The paper manufacturers also invest in advertising and marketing campaigns to capture a more extensive customer base and a high industry share.

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April 2022 - DS Smith introduced and developed a corrugated cardboard box for the online shipping of medical gadgets. Instead of glued packaging with a single-use plastic insert, a single-material solution is used in the corrugated cardboard box.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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