

## **Containerboard Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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### **Report description:**

The containerboard market will register at a CAGR of 4.5% over the forecast period. Containerboard is becoming more and more common in the world of packaging. Due to its adaptability, portability, and durability, it is the packaging material that is used most commonly. In addition, it comes from a renewable resource. It is also the one packing material that is recycled the most.

#### **Key Highlights**

Throughout the forecast period, it has been anticipated that the global containerboard market will expand significantly, primarily due to rising corrugated box shipments and e-commerce shipments, increasing demand for packaged foods and businesses, and shifting consumer preferences toward recyclable packaging options.

The use of mini-flute corrugated boxes in some markets has also enabled them to expand their presence in markets, such as cereal boxes and carryout food packaging. Another factor that allows corrugated boxes to gain a share from paperboard cartons is the introduction of e-commerce-ready packaging that substitutes lightweight and easy-to-open cartons for boxes that can withstand the rigors of shipping. Such trends are expected to boost the adoption of containerboard in the e-commerce sector and other industries.

Although governments are forcing package industries to use recyclable materials for packaging and there are growing environmental concerns, the market under investigation for the projected period has a huge opportunity.

One of the crucial aspects anticipated to impede the market's expansion is the accessibility of alternative packaging options. Some of the main drivers of the examined market as a result of the COVID-19 outbreak include growth in food packaging and continually rising demand for corrugated packages in expanding e-commerce shipments. The demand for grocery packaging, healthcare products, and e-commerce shipments has significantly expanded in e-commerce portals.

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### Food and Beverage sector to witness the growth

Due to people's busy lifestyles, the demand for packaged and ready-to-eat goods is increasing. The need for packaged food is also driven by the growing young population, particularly working women, who are also included in the market, under study.

Corrugated board packaging, mainly secondary or tertiary packing, is increasingly being used by businesses to provide better results to customers since it protects items from moisture and endures lengthy transportation times. The need is fueled by processed foods, such as bread, meat products, and other perishable goods, which require these packaging materials to be used once. The need for containerboard in the food and beverage industry is anticipated to increase as a result.

Furthermore, new developments in the field are broadening the range of uses for corrugated cardboard packaging. The companies that make up the THIMM Group created "COOLandFREEZE," a corrugated cardboard box for temperature-controlled shipping that allows the transportation of frozen, chilled, and non-refrigerated goods together in a single shipment.

With this cutting-edge packaging, processed meals are effectively insulated and kept cold for at least 36 hours. Corrugated cardboard packing is a more environmentally friendly shipping solution than polystyrene or plastic. Hence demand in this industry is anticipated to proliferate during the forecast period.

These products also offer added capabilities, such as preventing the processed food from getting exposed to sunlight, which can impact the quality and taste of the processed foods while being transported from the production units to the retailers.

### North America is One of the Most Prominent Markets in the Global Containerboard Market

Over the projected period, North America's demand for containerboard material is anticipated to be driven by consumers' growing awareness of the benefits of eco-friendly products. One of the top exporters of containerboard, particularly corrugated containers and kraft liners, is the United States. Compared to other regions, the country has lower manufacturing and material expenses. High containerboard manufacture is related to the nation's concern for sustainable development.

Moreover, a program was initiated by the Fiber Box Association (FBA) members to raise awareness regarding using corrugated cardboard boxes. The member companies that manufacture corrugated packaging products across North America use this program to share their progress with box users and consumers so they remain assured about choosing, receiving, using, and recycling corrugated cardboard packaging.

Moreover, there has not been much consumer or regulatory pressure in the United States earlier for cardboard recycling due to the relatively low pulp price and a historical record of recycled boxes not being strong enough to survive the journey intact. However, due to the rise of e-commerce, there has been an increased demand for cardboard, which creates a need for containerboard packaging materials.

Many major cities, like California, New York, Washington, Maine, and Massachusetts, have banned the use of plastic containers and bags and other single-use non-recyclable products that are harmful to the environment boosting the demand for containerboard packaging solutions.

### Containerboard Market Competitor Analysis

The containerboard market is moderately competitive and consists of many major players. Few big competitors now control most of the market in terms of market share. These significant market participants are concentrating on growing their consumer base internationally. Many businesses rely on strategic collaboration projects to improve their market share and profitability.

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In February 2022, the WestRock Company proclaimed its intentions to construct a new corrugated box plant in Longview, Washington, in order to satisfy the expanding demand from its local customers in the Pacific Northwest. The new corrugated box mill will supply all market segments and industry sectors in the Pacific Northwest.

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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