

Global Bleached Kraft Pulp Market Report and Forecast 2024-2032

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Report description:

Global Bleached Kraft Pulp Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global bleached kraft pulp market is projected to grow at a CAGR of 5% between 2024 and 2032. Aided by the soaring demand for sustainable paper products and the versatile utility of bleached kraft pulp across a multitude of sectors, the market is expected to grow significantly by 2032.

Bleached kraft pulp is a premium quality pulp produced from the kraft process using chemicals to remove lignin, which results in a whiter product than its unbleached counterpart. This pulp is lauded for its high strength, long fibres, and uniformity, making it the most preferred choice for a diverse range of paper products including printing paper, tissue paper, and quality packaging materials.

One of the pivotal factors propelling the bleached kraft pulp market growth is the escalating global demand for sustainable packaging solutions. As environmental concerns intensify and the effects of non-biodegradable materials become increasingly evident, industries and consumers alike are shifting towards eco-friendly alternatives. Bleached kraft pulp-based products, being biodegradable and sourced from renewable resources, stand out as an excellent solution to the mounting environmental challenges.

Moreover, the burgeoning e-commerce sector across the globe has given rise to an amplified demand for quality packaging materials. With the objective to ensure product safety during transportation and elevate the unboxing experience, businesses are increasingly relying on bleached kraft pulp-derived packaging materials, known for their resilience and premium finish.

Diversification of bleached kraft pulp applications also significantly impacts the global bleached kraft pulp market outlook. Apart from the paper industry, this pulp finds application in the textile sector, where it serves as a raw material for producing viscose staple fibres. The resultant textiles, characterised by their softness, comfort, and breathability, are witnessing a surge in popularity, thereby fuelling the demand for bleached kraft pulp.

The rising hygiene consciousness further elevates the bleached kraft pulp market demand. With growing awareness about personal hygiene and sanitation, especially in developing nations, there has been a substantial upswing in the consumption of hygiene products like sanitary napkins, diapers, and wipes. The inherent attributes of bleached kraft pulp, such as high absorbency and soft texture, make it a favoured choice for these products.

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Furthermore, technological advancements in the pulping process have led to a reduction in the environmental footprint of bleached kraft pulp production. Contemporary techniques allow for reduced chemical usage, minimised waste generation, and more efficient energy consumption, making the entire process more sustainable. This green evolution of the production process is expected to further endear bleached kraft pulp to environmentally-conscious consumers and industries.

Market Segmentation

The market can be divided based on process, product, application, and region.

Market Breakup by Process

- Mechanical
- Chemical
- Others

Market Breakup by Product

- Bleached Hardwood Kraft Pulp
- Bleached Softwood Kraft Pulp

Market Breakup by Application

- Packaging Paper
- Tissue Paper
- Graphic Paper
- Newsprint Paper
- Speciality
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global bleached kraft pulp market. Some of the major players explored in the report by Expert Market Research are as follows:

- CMPC Celulosa
- Mercer International Inc.
- Canfor Corporation
- International Paper
- West Fraser Timber Co. Ltd.
- Others

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