

## **Australia Paper And Paperboard Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Australia Paper And Paperboard Packaging Market size is estimated at 4.63 billion tonnes in 2025, and is expected to reach 6.90 billion tonnes by 2030, at a CAGR of 8.33% during the forecast period (2025-2030).

#### Key Highlights

- Paperboard packaging is a preferred option across various end-user industries due to its versatility, cost-effectiveness, and eco-friendly nature. This type of packaging is widely used in sectors such as food and beverage, pharmaceuticals, cosmetics, and electronics. Paperboard offers excellent printability, allowing for attractive branding and product information display. Its lightweight yet sturdy structure protects many products during transportation and storage. Additionally, the recyclability and biodegradability of paperboard align with growing consumer demand for sustainable packaging solutions, further contributing to its popularity among manufacturers and retailers.
- Food and beverage producers are intensifying efforts to meet customer demands in Australia by offering sustainable packaging, functional displays, and healthier food options. This shift is driven by increasing consumer awareness of environmental and health concerns. Sustainable materials, such as biodegradable plastics and recycled paper products, are being incorporated into packaging designs. Functional displays are being developed to enhance product visibility and improve the shopping experience.
- Paper bags are becoming increasingly popular in restaurants, hotels, cafes, and other food establishments as part of this sustainability push. These bags offer several advantages, including biodegradability, recyclability, and a lower carbon footprint than plastic alternatives. Many businesses are also exploring innovative paper-based packaging solutions for takeaway food and beverages, reducing their reliance on single-use plastics.
- The country's paper and paperboard packaging market is experiencing significant growth due to several key factors. Environmental consciousness in urban areas has been steadily increasing, leading to a higher demand for eco-friendly packaging solutions. Consumers are increasingly seeking packaging options that are both sustainable and easy to use, driving innovation in

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

[www.scott-international.com](http://www.scott-international.com)

the industry. The rapid expansion of the e-commerce sector has further fueled the demand for paper and paperboard packaging, as online retailers require robust and protective packaging for shipping products.

- The increasing consumption of electronic goods and household products has contributed to the market's growth, as these items often require specialized packaging for protection during transport and storage. Electronic devices, such as smartphones, laptops, and tablets, need robust packaging to prevent damage from impacts and environmental factors. Similarly, household products like appliances and fragile items demand secure packaging solutions to ensure they reach consumers intact.

- These factors have created a favorable environment for the paper and paperboard packaging market to expand and adapt to changing consumer preferences and industry requirements. The versatility of paper and paperboard materials allows manufacturers to design custom packaging solutions That cater to the specific needs of various products, further driving market growth.

- The country is also witnessing huge demand for corrugated box packaging with the growth of online shopping in the e-commerce sector. For instance, IAB Australia and Pureprofile released the Australian E-commerce Report 2023, revealing that 67% of customers considered convenience the primary factor for buying online. However, due to the increasing cost of living, more consumers prioritized discounts, loyalty programs, and price comparisons to avoid unexpected price hikes. This has increased the demand for corrugated box packaging of end products and secondary packaging, such as folding cartons, that must be delivered to online shoppers' doorsteps.

- This shift in consumer behavior has led to a surge in online purchases across various product categories, from electronics and clothing to household goods and groceries.

- As a result, the demand for corrugated box packaging has intensified for primary products and secondary packaging, such as folding cartons. These packaging solutions protect items during transit and ensure they reach online shoppers in perfect condition. The e-commerce boom has also prompted retailers and logistics companies to optimize their packaging strategies, focusing on sustainable and right-sized packaging options to meet consumer expectations and environmental concerns. This trend is expected to continue, further driving the growth of the Australian corrugated box packaging market.

- The market faces constraints due to increasing raw material costs and the trend toward outsourcing. These factors limit market growth and profitability for manufacturers in the industry. Raw material prices, particularly for paper and pulp, have been volatile in recent years, impacting production costs. Additionally, many companies are outsourcing their packaging needs to specialized firms, which can reduce demand for in-house corrugated packaging production. This shift in the supply chain structure affects traditional corrugated packaging manufacturers, forcing them to adapt their business models or risk losing market share.

## Australia Paper And Paperboard Packaging Market Trends

### Corrugated Boxes are Expected to Hold Major Share

- Corrugated boxes are anticipated to maintain a significant share of the market, driven by expansion in various end-user segments. These versatile packaging solutions are gaining traction across e-commerce, food and beverage, electronics, and consumer goods. The growth in these industries, coupled with the boxes' durability, cost-effectiveness, and recyclability, contributes to their dominant position in the Australian packaging market. As businesses increasingly prioritize sustainable packaging options, corrugated boxes are well-positioned to meet environmental concerns and practical packaging needs.

- Manufacturers are increasing the production of corrugated packaging in the country to meet growing demand. Various factors, including the expansion of e-commerce, increased consumer goods manufacturing, and a shift toward sustainable packaging solutions, drive this production increase. The corrugated packaging industry is adapting to these market trends by investing in new technologies and expanding production capacities, ensuring a steady supply to meet the diverse needs of various industries.

- For instance, in November 2024, MasterFoods, a brand under Mars Australia, is testing a new paper-based packaging for its Squeeze-On Tomato Sauce. This innovative packaging is recyclable through the country's standard curbside recycling system. The revamped paper packs use 58% less plastic than their predecessors, aligning with Mars Australia's commitment to fostering a

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

circular economy and meeting Australia's National Packaging Targets.

- Australia's growing industrialization creates significant opportunities for major corrugated board market players. The country's rapid industrial growth has led to a surge in demand for packaging solutions across various sectors. Corrugated boxes are extensively utilized across diverse industries in Australia, including food and beverage, electronics, and e-commerce. These sectors rely heavily on corrugated packaging for product protection, transportation, and storage.
- The demand for corrugated boxes in Australia is expected to rise as awareness of environment-friendly and cost-effective packaging solutions grows. This trend is driven by increasing consumer consciousness about sustainable packaging options and the government's push for eco-friendly alternatives. Corrugated boxes, being recyclable and biodegradable, align well with these environmental concerns.
- Additionally, the Australian government's efforts to limit plastic packaging are expected to increase demand for corrugated packaging products. The ban on single-use plastic packaging is driving higher consumption of corrugated packaging in Australia. This shift toward more sustainable packaging solutions aligns with growing environmental concerns and consumer preferences for eco-friendly alternatives.
- Corrugated packaging, being recyclable and biodegradable, offers a viable option for businesses looking to comply with new regulations while meeting customer expectations. As a result, manufacturers and retailers across various industries are increasingly adopting corrugated packaging for their products, contributing to the overall market growth in Australia.

#### Food Segment Expected to Hold Significant Share in the Market

- Paper packaging is used extensively in the food industry due to its environmental benefits and consumer convenience. This has led to intense competition in the food and beverage sector, with companies striving to offer high-quality products to customers. Various paper packaging materials, including corrugated boxes and cardboard, can fulfill different packaging needs.
- Paper packaging provides design and printing options versatility, allowing brands to create distinctive and appealing packaging solutions. Paper-based packaging is often recyclable and biodegradable, aligning with growing consumer demand for sustainable packaging options. The food industry utilizes paper packaging for various products, from dry goods and baked items to frozen foods, demonstrating its adaptability across different food categories.
- In 2023, the annual revenue of the food retail industry in Australia reached over USD 111.8 billion, increasing from USD 101.5 billion in 2021. This substantial growth in the food retail industry has significant implications for paper and paper-based packaging, particularly in the food packaging segment. As food retail sales continue to rise, there is an increasing demand for packaging materials that are functional and environmentally friendly. Paper-based packaging, known for its recyclability and biodegradability, is well-positioned to meet these requirements.
- The expansion of the food retail market drives the need for diverse packaging solutions to accommodate various product types, sizes, and preservation needs. This includes paper-based options such as cardboard boxes, paper bags, and composite materials that combine paper with other recyclable elements. The growth in convenience foods and ready-to-eat meals, which often require specialized packaging, further contributes to the demand for innovative paper-based solutions.
- Moreover, the increasing consumer awareness of environmental issues and the push for sustainable practices in retail are likely to boost the adoption of paper-based packaging. Retailers and food manufacturers increasingly seek eco-friendly alternatives to plastic packaging, aligning with consumer preferences and regulatory trends toward reducing plastic waste. This shift presents significant opportunities for the paper packaging industry to develop new products and expand its market share within the food retail industry.
- The correlation between food retail growth and packaging demand suggests that the paper packaging market will likely experience parallel growth as the Australian food retail industry expands. This trend may lead to increased investments in research and development for more advanced paper-based packaging solutions and expansions in production capacity to meet the rising demand from the food retail industry.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Australia Paper And Paperboard Packaging Industry Overview

The Australian paper and paperboard packaging market is fragmented, with significant players such as Opal Group (Paper Australia Pty Ltd & Nippon Paper Industries), Visy Group, and Mondi PLC. The country's companies are forming partnerships and mergers to increase their market shares.

### Additional Benefits:

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

### Table of Contents:

#### 1 INTRODUCTION

##### 1.1 Study Assumption and Market Definition

##### 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET INSIGHTS

##### 4.1 Market Overview

##### 4.2 Industry Attractiveness - Porter's Five Forces Analysis

###### 4.2.1 Bargaining Power of Buyers

###### 4.2.2 Bargaining Power of Suppliers

###### 4.2.3 Threat of New Entrants

###### 4.2.4 Threat of Substitute Products

###### 4.2.5 Intensity of Competitive Rivalry

##### 4.3 Industry Value Chain Analysis

#### 5 MARKET DYNAMICS

##### 5.1 Market Drivers

###### 5.1.1 Increasing Demand from the Food and Beverage Sector

###### 5.1.2 Increasing Growth of E-commerce Creating Demand for Various Paper and Paperboard Packaging Types

##### 5.2 Market Restraints

###### 5.2.1 Rising Raw Material Costs and Paper Outsourcing Constrain Market Growth

#### 6 OVERVIEW OF THE GLOBAL PAPER AND PAPERBOARD PACKAGING MARKET

#### 7 AUSTRALIA PAPER INDUSTRY STATISTICS

##### 7.1 Industry Revenue of Pulp, Paper, and Paperboard Manufacturing in Australia (in USD million)

##### 7.2 Corrugated Paper or Paperboard Import and Export (Value and Quantity)

#### 8 AUSTRALIA CONTAINERBOARD STATISTICS

##### 8.1 Kraft liner Import and Export (Value and Quantity)

##### 8.2 Test liner Import and Export (Value and Quantity)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

### 8.3 Fluting Paper Import and Export (Value and Quantity)

## 9 AUSTRALIA PULP AND PAPER MARKET LANDSCAPE

- 9.1 Printing and Writing
- 9.2 Newsprint
- 9.3 Tissue
- 9.4 Packaging
- 9.5 Others

## 10 MARKET SEGMENTATION

- 10.1 By Product Type
  - 10.1.1 Folding Cartons
  - 10.1.2 Corrugated Boxes
  - 10.1.3 Other Product Types (Flexible Paper and Liquid Cartons)
- 10.2 By End-user Industry
  - 10.2.1 Beverage
  - 10.2.2 Food
  - 10.2.3 Pharmaceutical and Healthcare
  - 10.2.4 Personal Care and Household Care
  - 10.2.5 Other End-user Industries

## 11 COMPETITIVE LANDSCAPE

- 11.1 Company Profiles
  - 11.1.1 Opal Group (Paper Australia Pty Ltd & Nippon Paper Industries)
  - 11.1.2 Visy Group
  - 11.1.3 Abbe Pty Ltd
  - 11.1.4 Pro-Pac Packaging Limited
  - 11.1.5 WestRock Company
  - 11.1.6 Networkpak Pty Ltd
  - 11.1.7 United Printing & Packaging Company
  - 11.1.8 Oji Holdings Corporation (Oji Fibre Solutions (AUS) Pty Ltd)
  - 11.1.9 JacPak Pty Ltd
  - 11.1.10 Mondi plc
  - 11.1.11 NIPPON PAPER INDUSTRIES CO. LTD
  - 11.1.12 Sonoco Products Company
  - 11.1.13 Huhtamaki Oyj

## 12 INVESTMENT ANALYSIS

## 13 MARKET OPPORTUNITIES AND FUTURE TRENDS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Australia Paper And Paperboard Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-03"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)