

Canada Paper Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Canada Paper Packaging Market size is worth USD 19.07 Billion in 2025, growing at an 6.47% CAGR and is forecast to hit USD 26.09 Billion by 2030.

The expansion of paper packaging in Canada is fueled by sustainability, innovative technology, and increasing economies. Consumers choose readily recyclable carton packaging over tin or plastic packaging due to a growing focus on sustainability. Paper packaging will likely become a feasible and cost-effective alternative across the country as the market need for customer-friendly packages and enhanced product protection grows.

Key Highlights

- The acceptance of the demand for biodegradable packaging as an alternative to plastic is expected to increase the market growth in Canada. Every year, Canadians throw away 3 million tons of plastic waste, only 9% of which is recycled. The vast majority of plastic ends up in landfills, and about 29,000 tons find their way into the natural environment. With the increasing demand for bio-degradable solutions, paper packaging is expected to emerge as a significant competitor to the existing plastic solution segment currently dominating the market studied.
- The growing e-commerce market in the country is creating a particular demand for corrugated and paper products, especially from transportation and logistics players. Paper-based packaging has been an adaptable and cost-efficient method to transport, protect, and preserve many products.
- Moreover, food and beverage are one of the major markets in Canada, and its use of paper-based packaging is naturally increasing. For instance, in Canada, milk, juices, energy drinks, etc., have become increasingly popular among millennials and the next generation due to increasing health consciousness and growing awareness of risks associated with excessive consumption of sweets, carbonated soda, and artificial sugar drinks. Consumers in Canada choose to purchase milk cartons instead of Glass

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bottles or plastic for eco-friendly concerns and the cost-effectiveness of cartons over glass or plastic bottles.

- As governments and organizations push for recyclable and biodegradable materials, the shift from plastic to paper packaging gains momentum. This move resonates with consumers' growing preference for eco-friendly choices. Take, for example, Canada's Single-use Plastics Prohibition Regulations (SUPPR). These regulations are a key component of Canada's broader strategy to combat pollution, aiming for zero plastic waste by 2030, and contributing to the reduction of greenhouse gas emissions.

Canada Paper Packaging Market Trends

Increased Demand for Eco-friendly Packaging is Driving the Market

- Consumers have recently grown more aware of the environmental consequences of high quantities of plastic trash, particularly single-use plastic waste. Increased demand for biodegradable items, made from byproducts of existing products, and do not include plastic, has resulted from a societal movement encouraging people to be more conscientious of their plastic consumption.
- Increased environmental laws are expected to drive demand for paper packaging over the projected period. As environmental rules become more stringent, demand for eco-friendly packaging made from recycled materials and biodegradable is likely to rise.
- Recently, according to the Food and Agriculture Organization (FAO), Canada's production capacity for paper and paperboard was 10.57 million metric tons, and in 2024, it is expected to reach 10.62 million metric tons. Also, the Forest Products Association of Canada (FPAC) provides the voice for Canada's wood, pulp, and paper producers nationally and internationally in government, trade, and environmental affairs.
- According to a survey conducted by The Paper and Paperboard Packaging Environmental Council (PPEC) in July 2022, the federal government launched two consultations related to combating plastics pollution, including developing labeling rules for recyclability and compostability and developing a federal plastics registry. The government's guidance documents for selecting alternatives provide info on how to transition away from the banned items, offering that plastics could be reduced by using other materials, including wood, paper, and molded pulp fibre. Companies such as P&G, Carlsberg, Amazon, and others have all recently made announcements regarding changes in some of their packaging, with a clear shift towards paper-based packaging.
- E-commerce packaging is becoming more protective, as well as more efficient, to ensure the quality of its suppliers for its customers. Now that more cardboard boxes are arriving on doorsteps rather than in stores, the sector is counting on more to keep up with recycling. E-commerce is becoming a substantial and high-growth opportunity for the corrugated packaging market through 2023, according to The Future of Corrugated Packaging 2023. E-commerce retail sales have continued to rise, providing significant potential for paper packaging suppliers. These factors drive the market for eco-friendly packaging across the country.

Growing Need For Paper Packaging in Beverage Industry

- In Canada, milk, juices, energy drinks, etc., have become increasingly popular among millennials and the next generation due to increasing health consciousness and growing awareness of risks associated with excessive consumption of sweets, carbonated soda, and artificial sugar drinks.
- Milk production in Canada has been increasing over the years. Most consumers in Canada are choosing to purchase milk cartons instead of Glass bottles or plastic for eco-friendly concerns and the cost-effectiveness of cartons over glass or plastic bottles. Moreover, soft drink consumption has considerably decreased over the past five years, largely due to the aging Canadian population.
- According to Statistics Canada, soft drink consumption by adults sharply decreased with age. In Canada, the adult obesity rates have increased over the past decade, and as Obesity is linked to diabetes, high blood pressure, bone and joint problems, and

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other medical problem, many consumers have been focusing on being health conscious for the past few years, limiting their soft drink consumption. This has given rise to juices consumption and other healthy drinks such as energy drinks and sports drinks, which is driving the studied market growth for the packaging of these drinks.

- In August 2024, PepsiCo Beverages North America plans to transition from using plastic rings, which have traditionally been employed to bundle beverage packs, to a more sustainable paper-based alternative. This strategic shift is a key component of the company's broader PepsiCo Positive (pep+) initiative, which emphasizes sustainability and environmental responsibility. The newly introduced paperboard is not only manufactured from recycled materials but is also designed to be recyclable, reinforcing the company's commitment to reducing its environmental footprint.

- Over the last several years, food companies have announced or rolled out new packaging innovations that aim to replace plastics completely with less environmentally harmful materials like paper. Recently, these include Kraft Heinz's collaboration with Pulpex on ketchup bottles created from 100% wood pulp and Chobani's paper-based yogurt cups.

Canada Paper Packaging Industry Overview

Canada Paper Packaging Market is semi fragmented. Some of the major players in the market are Tetra Pak, Maritime Paper Products Ltd., Graphic Packaging International, LLC, Sappi Limited, Advance Paper Box Ltd., and Rengo Co., Ltd. The players in the market are focusing on innovations, mergers, or acquisitions to enhance their brand presence in the country.

In April 2022 - Domtar announced a long-term partnership with Canada's Nature Reserve, in parallel with the signing of one of the world's significant private land conservation agreements. The large privately owned Ontario region covering 1,450 square kilometers of the northern forest, managed to supply timber to Domtar's pulp and paper plant, is now being managed by the Canadian Nature Conservation Agency (NCC) for research and conservation purposes.

In July 2021 - Cardiff Products Corporation opened its new aseptic co-manufacturing facility in London, Ontario. The company signed a partnership deal with Tetra Pack to fully equip their facility with Tetra PPack's packaging solutions such as recyclable cartons.

Additional Benefits:

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

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