

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

Market Report | 2025-04-28 | 110 pages | Mordor Intelligence

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Report description:

The South Korea Paper Packaging Market size is worth USD 17.99 Billion in 2025, growing at an 3.31% CAGR and is forecast to hit USD 21.17 Billion by 2030.

The strong demand for sustainable packaging solutions due to the increasing packaging waste is expected to drive the growth of the South Korean paper packaging market during the forecast period. Food delivery services and expanding e-commerce are anticipated to continue to develop rapidly over the following years, contributing to the market's expansion.

Key Highlights

- Consumers in the country are choosing accessible and sustainable packaging options as they become more conscious of the effects of packaging materials on the environment and, because of their busy lifestyles, demand convenience. The need for paper-based packaging supplies is thus anticipated to increase in the country.
- Considering the excessive use of single-use plastics, the government of South Korea banned all types of single-use plastics. Therefore, since banning all sorts of packaging and wrapping materials, the food and beverage industry that relies heavily on plastic packaging is looking for new methods for packaging products that can keep wet food items such as fish and meat safe and withstand transportation stress. Moreover, many such products are made of paper and cardboard that the food and restaurant industry can use in the market. With the ban on plastic packaging material, paper packaging can be a suitable alternative to fill the space.
- The rising retail and e-commerce industries and the growing need for environmentally friendly packaging materials are driving the market's expansion. The need for secondary and tertiary paper packaging products has increased as online shopping platforms have flourished.
- Paper, pulp, resins, paperboard, and adhesives are some of the most popular raw materials utilized by paper packaging

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industries. The prices of these essential materials have risen dramatically in the flexible packaging business in recent years.

- In South Korea, the paper packaging landscape is characterized by a focus on innovation and sustainability. Manufacturers employ advanced production technologies to create customizable and eco-friendly solutions, catering to the evolving demands of both consumers and businesses. However, the supply chain is facing challenges, particularly in sourcing raw materials and ensuring efficient distribution, prompting manufacturers to streamline operations and invest in supply chain management strategies to maintain competitiveness in the market.

South Korea Paper Packaging Market Trends

E-Commerce is Expected to Drive the Market's Growth

- In South Korea, e-commerce is a significant part of the entire consumer market, which is continually expanding. Over the last few years, the popularity of online purchasing through various e-commerce channels has steadily increased. According to a news published by Aju Press in February 2024, South Koreans spent more than USD 171.1 billion on e-commerce platforms in 2023.
- The rise of e-commerce platforms in South Korea has significantly reshaped the paper packaging market, particularly impacting products like folding cartons and corrugated boxes. As more consumers turn to online shopping for convenience and variety, there has been a surge in demand for sturdy, reliable packaging solutions to ensure the safe delivery of goods. E-commerce platforms often prioritize efficient packaging to optimize shipping costs and enhance customer satisfaction, driving innovation in the paper packaging industry.
- Furthermore, the dynamic nature of e-commerce requires packaging solutions adaptable to different product sizes and shapes. As a result, paper packaging manufacturers are investing in advanced production technologies to meet the evolving needs of online retailers. Customizable packaging options are becoming increasingly popular, allowing businesses to differentiate their brands and create memorable unboxing experiences for customers.
- Corrugated boxes provide e-commerce companies with durable and tamper-evident solutions, reducing the likelihood of product tampering during transit, thus minimizing return rates and ensuring customer satisfaction. Its protective properties safeguard items while maintaining an eco-friendly appeal, aligning with consumer expectations for secure and sustainable packaging solutions.
- According to the KOSIS (Korean Statistical Information Service), in 2023, the retail sales of food and beverages in South Korea reached USD 135.77 billion, an increase from the previous year. The expanding retail food sales in South Korea have catalyzed a surge in demand for technically advanced paper packaging, particularly folding cartons, as consumers increasingly prioritize convenient storage solutions for their purchases.

The Food and Beverage Segment is Expected to Hold a Significant Share in the Market

- The growth of the food and beverage industry in South Korea has become a key driver for the paper packaging market. As consumer preferences shift toward convenience and sustainability, there is an increasing demand for innovative packaging solutions that meet these evolving needs. Paper packaging, including folding cartons and corrugated boxes, offers versatility and eco-friendliness, making it an ideal choice for food and beverage companies looking to enhance their brand image while meeting regulatory requirements.
- With mobility and ease of use, paper and board packaging are widely employed. The paper and board pack format's disposability and recyclable nature also contribute to its rising popularity. Due to the ease of on-the-go consumption, the packaging is primarily employed in the juice segment. Eco-friendly features mostly drive paper and board packaging in the country.

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- Moreover, the rise of e-commerce and delivery services has further propelled the demand for paper packaging in the South Korean food and beverage sector. With more consumers opting to order groceries and meals online, there is an increased need for packaging that ensures product freshness and safety during transit. Paper packaging provides protective properties and offers customizable options for branding and marketing purposes.
- As per Statistics Korea, in 2023, the consumer price index (CPI) for food and non-alcoholic beverages was 120.56. The increased consumer spending in this sector likely drives the demand for paper packaging solutions to accommodate the growing volume of purchases and ensure product safety and freshness during transportation and storage.

South Korea Paper Packaging Industry Overview

The South Korean paper packaging market is semi-consolidated with the presence of major players like International Paper Company, Rengo Co. Ltd, WestRock Company, Graphic Packaging International Corporation, and Amcor PLC. The market has several firms with significant market shares. The market players are focusing on product innovation to enhance their brand presence through sustainable packaging initiatives.

- June 2023: Hansol Home Deco, a division of Hansol Group, launched medium-density fiberboard made from 100% recycled raw materials, which could be used as packaging pallets, wood bobbins, and interior materials.
- March 2023: Hansol Paper Co., South Korea's largest general paper company, signed a business agreement with Samsung Welstory, a food and beverage service specialist, to develop eco-friendly paper packaging. The deal was done to jointly develop such material for packaged food products at Samsung Welstory's company's in-house restaurants. The eco-friendly packaging will feature paper customized exclusively for Samsung Welstory and the water-soluble coating Terravas. The two companies pledged to raise eco-friendliness and minimize damage to the environment by using recycled PET for package lids and covers.

Additional Benefits:

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

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