



Global Wood Pulp Market

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

Disclaimer

This report was prepared by shev.io solely for information purposes. shev.io does not guarantee the accuracy and completeness of all information contained in the report, as the data in some sources may have been distorted inadvertently or deliberately. The information presented in this report must not be construed, directly or indirectly, as containing recommendations for further business action. All opinions and estimates contained in this report reflect the authors' judgement as at the date of publication and may be changed without notice.

shev.io accepts no liability for any loss or damage arising from any third party's use of the information contained in this report, including published opinions or conclusions, or for consequences caused by the incompleteness of the information presented. The information presented in this report is obtained from open sources. Additional information may be provided on request.

This document, or any part of it, may not be distributed without the written permission of shev.io, nor reproduced by any means.

Terms of use

This report is provided to the user under a **non-exclusive, non-transferable, limited licence** solely for internal use within the purposes for which the report was lawfully acquired.

The user **may not**, in whole or in part, transfer, sell, gift, publish or otherwise distribute the report to third parties, nor pass it to any other legal entities, partner organisations or external teams (including affiliated companies). It is prohibited to place the report (or fragments of it) in the public domain (websites, social networks, messengers, file-sharing services, open-link cloud storage) or to provide access through third-party services where this allows third parties to review the materials.

If the report is purchased by a **company**, its use is permitted **only by that company's employees** for internal tasks. Passing the report to contractors, consultants, freelancers, agencies and any external parties is prohibited.

All exclusive rights to the report — including its structure, texts, data selection, visualisations, tables, charts and design elements — belong to the rights holder (shev.io) or are used on lawful grounds. The user receives the right to use the report only within these terms.

Without shev.io's written consent it is prohibited to create derivative products based on the report, to use it as part of a commercially distributed product or service, or to remove or alter copyright notices.

The use of **short quotations** and fragments is permitted **only in internal documentation** (internal memos, reports, presentations, working correspondence), provided the meaning and context are preserved and the source is credited: *shev.io*. Any publication or use of the materials in places accessible to third parties is permitted only with shev.io's prior written consent.

Market at a glance

This demo shows the **form and depth** of the report — real narrative with the detailed figures and tables masked as “XXX”. When you order the report, every figure is finalised and verified for your copy, and the full report is delivered within 24–72 hours.

Indicator	Value
Market size (2025)	USD 166.8 bn
Forecast (2031)	USD 205 bn
CAGR (2021-2031)	3.5%
Study period	2021-2031
Largest region	Asia-Pacific · 43%
Fastest-growing region	Latin America · 5.1%
Market concentration	Moderate
Licence	Individual / Company

The global wood pulp market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Packaging papers, tissue, hygiene products and specialty cellulose applications are absorbing growth as graphic-paper demand contracts. Asia-Pacific accounts for XX% of market value, while Latin America records the fastest regional growth at XX% as low-cost eucalyptus capacity scales in Brazil, Chile and Uruguay. Hardwood kraft pulp gains share through superior plantation productivity, while tightening fiber availability and mill closures constrain northern softwood supply.

Table of contents

1 Introduction and Report Scope

- 1.1 Wood Pulp Market Definition
- 1.2 Study Scope and Exclusions
- 1.3 Units, Currency and Study Period

2 Research Methodology

- 2.1 Secondary Research Programme
- 2.2 Primary Interview Programme
- 2.3 Bottom-Up Market Sizing
- 2.4 Trade and Consumption Reconciliation
- 2.5 Forecast Model and Scenario Design

3 Executive Summary

- 3.1 Market Size and Forecast
- 3.2 Key Segment Findings
- 3.3 Regional and Competitive Takeaways

4 Wood Pulp Market Dynamics

- 4.1 Market Drivers
 - 4.1.1 Fiber-Based Packaging Substitution
 - 4.1.2 Tissue and Hygiene Penetration
 - 4.1.3 E-Commerce and Lightweight Packaging
- 4.2 Market Restraints
 - 4.2.1 Graphic-Paper Decline
 - 4.2.2 Cost and Capacity Volatility
- 4.3 Market Opportunities
- 4.4 Porter's Five Forces Analysis

5 Global Wood Pulp Market Size and Forecast

- 5.1 Historical Market Value and Volume, 2021-2025
- 5.2 Market Value and Volume Forecast, 2026-2031
- 5.3 Production, Consumption and Trade Balance
- 5.4 Price and Scenario Analysis

6 Market Size and Forecast by Pulping Process

- 6.1 Chemical Pulp
- 6.2 Mechanical Pulp
- 6.3 Semi-Chemical Pulp

7 Market Size and Forecast by Fiber Type

- 7.1 Hardwood Pulp

7.2 Softwood Pulp

8 Market Size and Forecast by Application

8.1 Packaging Paper and Paperboard

8.2 Tissue and Hygiene

8.3 Printing and Writing Paper

8.4 Specialty Papers

8.5 Other Applications

9 Market Size by Sales Type and Bleaching Status

9.1 Integrated and Captive Pulp

9.2 Market Pulp

9.3 Bleached Pulp

9.4 Unbleached Pulp

10 Wood Pulp Market Regional Analysis

10.1 Asia-Pacific

10.1.1 China

10.1.2 Japan

10.1.3 India

10.1.4 Indonesia

10.1.5 South Korea

10.1.6 Rest of Asia-Pacific

10.2 Europe

10.2.1 Sweden

10.2.2 Finland

10.2.3 Germany

10.2.4 Portugal

10.2.5 Rest of Europe

10.3 North America

10.3.1 United States

10.3.2 Canada

10.3.3 Mexico

10.4 Latin America

10.4.1 Brazil

10.4.2 Chile

10.4.3 Uruguay

10.4.4 Rest of Latin America

10.5 Middle East and Africa

10.5.1 Türkiye

10.5.2 South Africa

10.5.3 Saudi Arabia

10.5.4 Rest of Middle East and Africa

11 Competitive Landscape

11.1 Company Market Shares

11.2 Capacity, Cost and Strategic Benchmarking

11.3 Recent Developments and Capacity Pipeline

11.4 Company Profiles

11.4.1 Suzano S.A.

11.4.2 UPM-Kymmene Corporation

11.4.3 Celulosa Arauco y Constitución S.A.

11.4.4 CMPC

11.4.5 International Paper Company

11.4.6 Georgia-Pacific LLC

11.4.7 Stora Enso Oyj

11.4.8 Sappi Limited

11.4.9 Metsä Fibre Oy

11.4.10 Klabin S.A.

12 Regulation, Opportunities and Strategic Outlook

12.1 Forest Traceability and Environmental Regulation

12.2 Opportunity Matrix

12.3 Forecast Risks and Scenario Triggers

12.4 Strategic Recommendations

List of tables

Table 1. Global Wood Pulp Market Snapshot, 2021, 2025 and 2031
Table 2. Headline Market Indicators and Forecast Assumptions
Table 3. Executive Investment Priorities by Grade and Region
Table 4. Market-Sizing Variables, Definitions and Source Hierarchy
Table 5. Primary Interview Sample and Validation Topics
Table 6. Wood Pulp Market Drivers by Impact, Geography and Horizon
Table 7. Wood Pulp Market Restraints by Impact, Geography and Horizon
Table 8. Porter's Five Forces Assessment for the Wood Pulp Industry
Table 9. Global Wood Pulp Market Value by Year, 2021-2031
Table 10. Global Wood Pulp Production Volume by Year, 2021-2031
Table 11. Global Market Pulp Trade Volume by Year, 2021-2031
Table 12. Benchmark Hardwood and Softwood Price Index, 2021-2031
Table 13. Central, Upside and Downside Forecast Scenarios
Table 14. Wood Pulp Market Value and Volume by Pulping Process, 2021-2031
Table 15. Chemical, Mechanical and Semi-Chemical Pulp Share and CAGR
Table 16. Wood Pulp Market Value and Volume by Fiber Type, 2021-2031
Table 17. Hardwood and Softwood Pulp Price and Growth Comparison
Table 18. Wood Pulp Market Value and Volume by Application, 2021-2031
Table 19. Integrated and Market Pulp Value, Volume and Share, 2021-2031
Table 20. Bleached and Unbleached Pulp Value, Volume and CAGR, 2021-2031
Table 21. Asia-Pacific Wood Pulp Market by Country, 2021-2031
Table 22. European Wood Pulp Market by Country, 2021-2031
Table 23. North American Wood Pulp Market by Country, 2021-2031
Table 24. Latin American Wood Pulp Market by Country, 2021-2031
Table 25. Middle East and Africa Wood Pulp Market by Country, 2021-2031
Table 26. Regional Production, Consumption, Trade and Capacity Balance
Table 27. Leading Wood Pulp Companies: Share, Capacity, Fiber and Geography
Table 28. Major Announced Wood Pulp Capacity Projects, 2024-2031
Table 29. Suzano S.A. Company Profile
Table 30. UPM-Kymmene Corporation Company Profile
Table 31. Celulosa Arauco y Constitución S.A. Company Profile
Table 32. CMPC Company Profile
Table 33. International Paper Company Profile
Table 34. Georgia-Pacific LLC Company Profile
Table 35. Stora Enso Oyj Company Profile

Table 36. Sappi Limited Company Profile

Table 37. Metsä Fibre Oy Company Profile

Table 38. Klabin S.A. Company Profile

Table 39. Wood Pulp Regulatory Requirements by Major Market

Table 40. Investment Opportunity Matrix by Grade, Application and Region

Table 41. Forecast Risks, Triggers and Strategic Responses

Table 42. Wood Pulp Market Outlook and Recommended Actions, 2026-2031

Table 43. Market value by year, USD bn

Table 44. Year-over-year value change

Table 45. Drivers — impact on forecast

Table 46. Restraints — impact on forecast

Table 47. Value by pulping Process, USD bn

Table 48. Value by fiber Type, USD bn

Table 49. Value by application, USD bn

Table 50. Value by sales Type, USD bn

Table 51. Value by bleaching Status, USD bn

Table 52. Market value by region, USD bn

Table 53. Market value by leading country, USD bn

Table 54. Leading companies

List of figures

- Figure 1. Global Wood Pulp Market Value, 2021-2031
- Figure 2. Wood Pulp Market Growth Contribution by Application, 2025-2031
- Figure 3. Primary Interview Distribution by Region and Seniority
- Figure 4. Wood Pulp Driver Impact on Forecast CAGR
- Figure 5. Wood Pulp Restraint Impact on Forecast CAGR
- Figure 6. Global Wood Pulp Market Value Forecast, 2021-2031
- Figure 7. Global Wood Pulp Production and Trade Volume, 2021-2031
- Figure 8. Wood Pulp Forecast Scenarios, 2026-2031
- Figure 9. Wood Pulp Market Share by Pulping Process, 2025
- Figure 10. Wood Pulp Market Share by Fiber Type, 2025
- Figure 11. Wood Pulp Market Share by Application, 2025
- Figure 12. Wood Pulp Segment CAGR Comparison, 2025-2031
- Figure 13. Global Wood Pulp Market Share by Region, 2025
- Figure 14. Wood Pulp Regional CAGR, 2025-2031
- Figure 15. Wood Pulp Net Trade Position by Major Country, 2025
- Figure 16. Global Wood Pulp Company Market Share, 2025
- Figure 17. Leading Wood Pulp Producers by Estimated Capacity, 2025
- Figure 18. Incremental Wood Pulp Revenue Opportunity by Application, 2025-2031
- Figure 19. Wood Pulp Opportunity Attractiveness by Region and Grade
- Figure 20. Value share by fiber Type, 2025
- Figure 21. Value share by application, 2025
- Figure 22. Growth rate by region, 2025-2031

Executive summary

The global wood pulp market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Packaging papers, tissue, hygiene products and specialty cellulose applications are absorbing growth as graphic-paper demand contracts. Asia-Pacific accounts for XX% of market value, while Latin America records the fastest regional growth at XX% as low-cost eucalyptus capacity scales in Brazil, Chile and Uruguay. Hardwood kraft pulp gains share through superior plantation productivity, while tightening fiber availability and mill closures constrain northern softwood supply.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- Global wood pulp production reached XXX tonnes in 2024, increasing XX% from 2023, according to the Food and Agriculture Organization of the United Nations.
- International wood pulp trade reached an all-time high of XXX tonnes in 2024, equivalent to XX% of global production.
- The market generated USD XXX billion in 2025 and will reach USD XXX billion by 2031.
- Asia-Pacific represented XX% of 2025 market value, supported by China's position as the principal import and paper-converting hub.
- Chemical pulp accounted for XX% of 2025 value, led by bleached kraft grades used in packaging, tissue and hygiene applications.
- Hardwood pulp represented XX% of market value and will grow at a XX% CAGR through 2031.
- Packaging paper and paperboard applications accounted for XX% of demand value in 2025.
- Latin America will record the fastest regional CAGR at XX%, reflecting plantation productivity and new Brazilian and Uruguayan capacity.

Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

Global Wood Pulp Market Trends and Growth Drivers

Wood pulp is moving from a market defined by graphic-paper cycles toward one governed by packaging, tissue, hygiene and material substitution. The transition supports aggregate growth but creates divergent outcomes by grade: eucalyptus hardwood gains scale, softwood retains scarcity value, and mechanical pulp remains exposed to publication-paper decline.

Supply economics increasingly favor large South American kraft mills integrated with productive plantations, renewable energy and export terminals. Northern mills remain strategically relevant through softwood strength, specialty grades and proximity to high-value customers, but wood procurement and aging-asset costs force tighter capital discipline.

Pricing will remain cyclical because capacity arrives in multimillion-tonne steps while customer demand grows incrementally. Inventory levels in China, freight rates, mill maintenance, currency movements and producer curtailments therefore shape annual results even as the structural demand trajectory remains positive.

Growth drivers

Fiber-Based Packaging Substitution

Brand owners and retailers are replacing selected plastic trays, wraps, cushioning and foodservice formats with recyclable fiber structures. This raises virgin pulp requirements where strength, hygiene and food-contact performance limit recovered-fiber content, benefiting bleached hardwood, unbleached kraft and reinforcement softwood grades.

Emerging-Market Tissue Penetration

Per-capita tissue and absorbent-hygiene use continues to rise with urbanization, household incomes and modern retail penetration. Producers in China, Southeast Asia, India, the Middle East and Latin America are adding premium tissue capacity that requires consistent brightness, softness and absorbency.

E-Commerce and Corrugated Demand

Parcel shipping increases demand for containerboard, protective papers and lightweight corrugated structures. Virgin softwood pulp strengthens recycled furnish and enables grammage reduction, while hardwood pulp supports surface quality in liners and consumer-facing paperboard.

Latin American Cost Leadership

Fast-growing eucalyptus plantations, modern single-line mills and integrated export logistics lower cash costs for Brazilian, Chilean and Uruguayan producers. New supply expands the addressable Asian market and accelerates substitution of higher-cost hardwood assets.

Lightweighting and Fiber Performance

Packaging converters are lowering basis weights without sacrificing compression strength, runnability or product protection. High-quality softwood reinforcement pulp and engineered hardwood blends allow mills to reduce material use while preserving machine productivity.

Specialty Pulp Innovation

Electrical papers, filtration media, release liners, molded fiber and bio-based foams expand wood pulp beyond conventional paper applications. These uses reward purity, viscosity, strength and traceable low-carbon production, supporting value growth above commodity volumes.

Restraints

Graphic-Paper Structural Decline

Digital media, electronic billing and office-workflow automation continue to reduce newsprint and printing-and-writing paper consumption. Mill conversions and closures offset part of the impact, but declining graphic grades remove a historically large source of integrated pulp demand.

Cyclical Hardwood Oversupply

Large eucalyptus projects enter the market in discrete increments that can outpace near-term tissue and packaging growth. The resulting inventory accumulation compresses benchmark prices and operating rates until higher-cost capacity curtails production.

Northern Fiber and Energy Inflation

Wood procurement constraints, harvesting conditions, electricity prices and chemical costs pressure Nordic, Central European and North American mills. Older assets face the greatest margin exposure and are increasingly subject to curtailment, conversion or closure decisions.

Recovered-Fiber Substitution

Containerboard and several packaging grades maximize recovered-paper furnish to control cost and meet circularity goals. Virgin pulp remains essential for strength and hygiene, but improved sorting and stock-preparation technology restricts its share in suitable applications.

Traceability and Permitting Burden

Geolocation, due-diligence, water-discharge and air-emission requirements increase compliance spending across forestry and pulping operations. Producers with fragmented wood procurement or older environmental systems carry higher adaptation costs and market-access risk.

Wood Pulp Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Fiber-Based Packaging Substitution	XXX	XXX	XXX
Emerging-Market Tissue Penetration	XXX	XXX	XXX
E-Commerce and Corrugated Demand	XXX	XXX	XXX
Latin American Cost Leadership	XXX	XXX	XXX
Lightweighting and Fiber Performance	XXX	XXX	XXX
Specialty Pulp Innovation	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Graphic-Paper Structural Decline	XXX	XXX	XXX
Cyclical Hardwood Oversupply	XXX	XXX	XXX
Northern Fiber and Energy Inflation	XXX	XXX	XXX
Recovered-Fiber Substitution	XXX	XXX	XXX
Traceability and Permitting Burden	XXX	XXX	XXX

Source: XXX

Wood Pulp Market Segmentation by Grade, Fiber, Application and Sales Type

By Pulping Process

Chemical kraft pulp dominates because it provides the fiber strength, brightness and process consistency required by packaging, tissue and hygiene producers. Mechanical pulp remains concentrated in graphic and selected board grades, where high yield offsets weaker fiber properties. Semi-chemical pulp grows selectively in corrugating medium and specialized packaging.

Value by pulping Process, USD bn

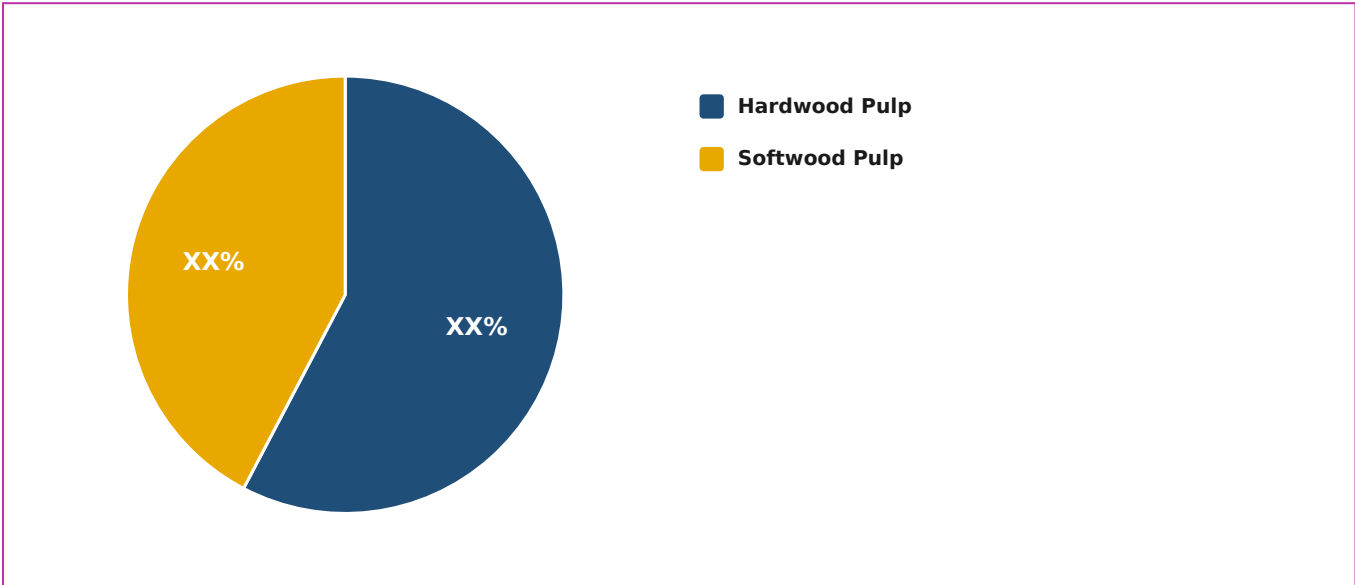
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Chemical Pulp	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Mechanical Pulp	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Semi-Chemical Pulp	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Fiber Type

Hardwood pulp leads on eucalyptus plantation productivity, formation, opacity and tissue softness, with Latin American supply reinforcing its cost advantage. Softwood pulp commands a higher unit value and remains indispensable where tensile and tear strength are critical. Buyers increasingly optimize hardwood-softwood recipes rather than replacing either fiber family completely.

Value share by fiber Type, 2025



Source: XXX

Value by fiber Type, USD bn

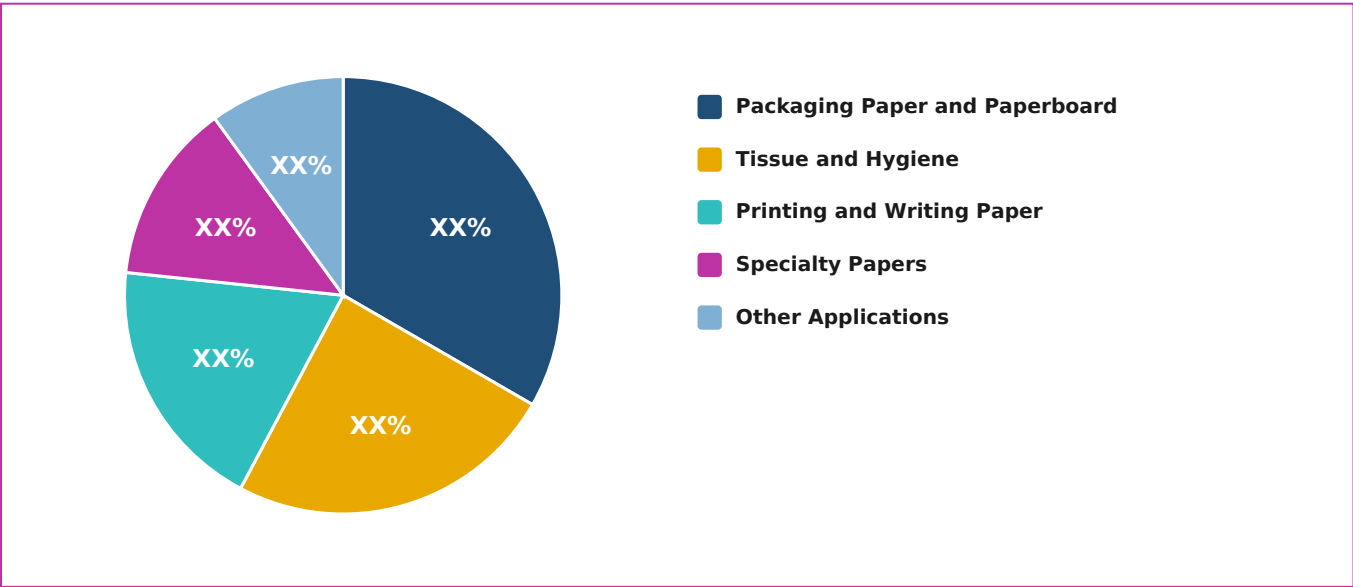
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Hardwood Pulp	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Softwood Pulp	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Application

Packaging is the largest outlet as corrugated, cartonboard, sack paper, foodservice and molded-fiber formats gain volume. Tissue and hygiene grows at XX% as consumption rises in emerging markets and aging populations support adult-care products. Printing and writing contracts structurally, while specialty papers gain through filtration, labels, electrical insulation and technical applications.

Value share by application, 2025



Source: XXX

Value by application, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Packaging Paper and Paperboard	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Tissue and Hygiene	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Printing and Writing Paper	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Specialty Papers	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other Applications	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Sales Type

Integrated pulp reduces exposure to freight and benchmark-price volatility and gives paper producers control over fiber quality and energy integration. Market pulp serves non-integrated tissue, packaging and specialty-paper mills, particularly in fiber-deficit Asian markets. New South American megamills lift merchant-pulp growth and increase the importance of ports, terminals and long-term freight arrangements.

Value by sales Type, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Integrated and Captive Pulp	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market Pulp	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Bleaching Status

Bleached grades dominate tissue, hygiene, white-top packaging and printing applications because brightness and cleanliness remain core purchasing criteria. Unbleached pulp benefits from brown packaging aesthetics, lower chemical intensity and high-strength specialty applications. Elemental-chlorine-free production is the prevailing configuration across modern bleached kraft assets.

Value by bleaching Status, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Bleached Pulp	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Unbleached Pulp	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

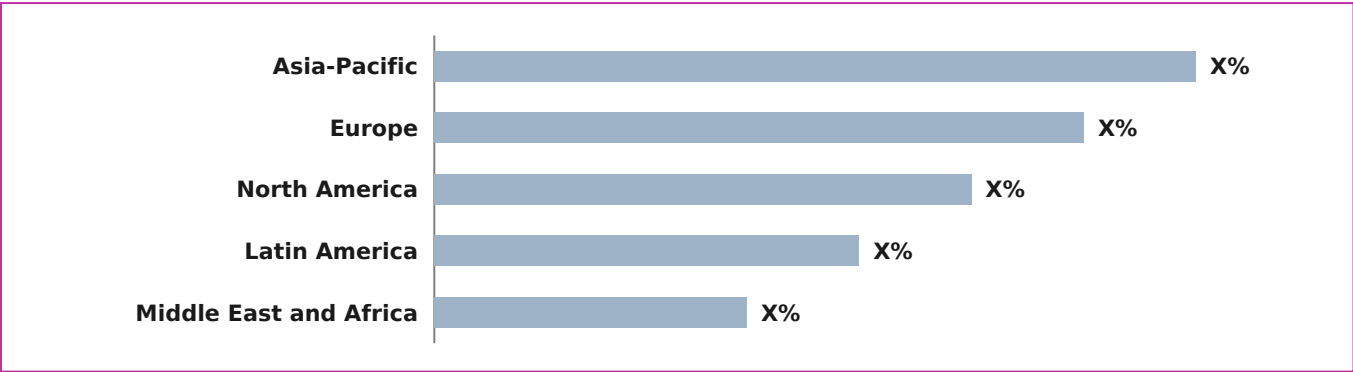
Wood Pulp Market Regional Analysis and Country Outlook

Asia-Pacific led with XX% of global value in 2025. China anchors the region through its large paper, tissue and packaging conversion base and structural reliance on imported market pulp, while Indonesia contributes both integrated capacity and regional exports. India's smaller starting base produces stronger percentage growth as tissue, cartonboard and hygiene investments scale.

Europe accounted for XX% of market value, with Sweden and Finland serving as globally important softwood and birch-pulp production centers. High wood and energy costs, mature graphic-paper demand and environmental investment requirements restrain volume, while specialty grades, premium packaging and low-carbon pulp preserve value.

Latin America held XX% of 2025 value but will grow fastest at XX% annually. Brazil's eucalyptus productivity and export infrastructure support the world's lowest-cost hardwood capacity, while Uruguay and Chile deepen the region's role as an intercontinental supplier. North America remains a major softwood and fluff-pulp base, with demand supported by tissue, hygiene and packaging despite rationalization of older printing-paper assets.

Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

Wood Pulp Market Competitive Landscape and Company Share

The market is moderately concentrated: the ten largest suppliers generated XX% of 2025 value. Suzano leads global market pulp through Brazilian eucalyptus scale, while UPM, ARAUCO, CMPC, International Paper, Georgia-Pacific, Stora Enso, Sappi, Metsä Fibre and APP combine regional fiber positions, integrated conversion and merchant sales.

Capacity economics are separating the field. Suzano's Cerrado project and UPM's Paso de los Toros ramp-up shifted incremental hardwood supply toward large, energy-efficient South American assets; ARAUCO's Sucuriú project extends that trajectory. Northern producers are prioritizing reliability, energy self-sufficiency, specialty grades and selective closures rather than undifferentiated volume.

Strategic competition centers on delivered cash cost, forest ownership or long-term fiber access, logistics, certification, carbon intensity and customer-specific pulp performance. Bioproduct integration—including renewable electricity, tall oil, lignin and biochemical streams—improves mill economics and reduces reliance on commodity pulp pricing.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Suzano S.A.	XXX	XXX	XXX	XXX
UPM-Kymmene Corporation	XXX	XXX	XXX	XXX
Celulosa Arauco y Constitución S.A.	XXX	XXX	XXX	XXX
CMPC	XXX	XXX	XXX	XXX
International Paper Company	XXX	XXX	XXX	XXX
Georgia-Pacific LLC	XXX	XXX	XXX	XXX
Stora Enso Oyj	XXX	XXX	XXX	XXX
Sappi Limited	XXX	XXX	XXX	XXX
Metsä Fibre Oy	XXX	XXX	XXX	XXX
Klabin S.A.	XXX	XXX	XXX	XXX

Source: XXX

Wood Pulp Market Forecast, Investment Priorities and Opportunities

Wood pulp value will rise from USD XXX billion in 2025 to USD XXX billion in 2031. Volume growth remains steadier than price growth, with packaging, tissue and hygiene offsetting graphic-paper decline and supporting a gradual shift toward hardwood and specialty grades.

The central forecast assumes disciplined ramp-up of announced Latin American projects, continued Asian conversion investment and periodic curtailments at high-cost northern mills. A stronger fiber-substitution cycle would lift demand above the central path, while synchronized project commissioning and weak Chinese restocking would deepen short-term price volatility.

Winning suppliers will combine low delivered cost with auditable fiber origin, renewable energy, flexible grade production and technical service. Buyers will increasingly diversify hardwood supply, secure softwood reinforcement through contracts and use product carbon data alongside price and brightness specifications.

Opportunities

- Fluff pulp for diapers, feminine hygiene and adult incontinence products
- Unbleached kraft pulp for recyclable packaging and electrical insulation
- Molded-fiber foodservice and protective packaging
- Low-carbon pulp carrying product-level environmental declarations
- Mill biorefineries producing lignin, biochemicals and renewable energy
- Long-term supply agreements with Asian tissue and packaging converters

This preview shows the form and depth of the report. The full report contains every figure, segment- and country-level detail and full company profiles. On purchase all figures are finalised and verified, and the report is delivered within 24–72 hours.