



Euromonitor  
International

# Global Overview of the Forestry, Wood and Paper Industry

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## INTRODUCTION

### Scope

Examining four trends shaping the forestry, wood and paper industry

Key trends impacting the industry in 2022

## GLOBAL OVERVIEW

After swift recovery from COVID-19 shock, the industry to maintain stable growth

Production value recorded robust growth in 2021

China and US continue to dominate global industry

Profitability bounced back after COVID-19 downturn

Exports accelerated amidst solid recovery after COVID-19 shock

Expanding B2B demand to drive growth in imports in Europe, US and China

B2B demand drives market expansion in Europe, North America and Southeast Asia

While energy prices rise, hard logs prices have dropped significantly

After a sharp rise, hard logs and pulp prices dropped to pre-pandemic levels in mid-2022

## LEADING COMPANIES

US-based paper companies continue dominating global market

Total number of companies rises as the sector witness liberalisation and decentralisation

Global industry concentration to remain rather low

## GLOBAL OUTLOOK

China, US and Eastern Europe to drive future production value growth

Leading economies recovered from COVID-19 shock, with Brazil and Japan lagging behind

Key future trends shaping the global industry

## COUNTRY SNAPSHOTS

China: Industry swiftly bounced back after COVID-19 shock

Industry to maintain growth on a back of rising global demand

US: Industry to maintain moderate growth after swift recovery in 2021

Sustainability trends and growth in e-commerce to drive demand for paper products

Japan: Industry's growth to remain subdued amidst slow economic growth

Industry's growth to be driven by recovering construction and rising anti-plastic sentiments

India: Industry to witness solid growth through to 2026

Growth to be driven by accelerating construction and rising demand for paper packaging

Germany: Industry recovered swiftly from COVID-19 shock and is set to maintain momentum

Rising energy prices will hamper industry's short-term outlook

Canada: Industry to maintain moderate growth after solid recovery in 2021

Demand to continue to be driven by e-commerce and construction sector

Indonesia: Industry maintains solid growth pace

Global construction growth and rising demand for paper packaging drives industry exports

Italy: After swift post-pandemic recovery, industry's growth to remain moderate

Infrastructure spending to drive wood demand, while private construction slows down

Finland: Moderate growth projected for Finnish forestry, wood and paper industry

Wood demand will be stimulated by the construction sector, despite expected slowdown

France: Industry to maintain moderate growth after robust rebound in 2021

Construction to remain the key buyer of wood products, despite rising interest rates

Definitions

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