

# **Global Market Overview of Pulp**

December 2023

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# INTRODUCTION

Scope Key findings Key trends impacting pulp market in 2023

### GLOBAL SUPPLY OF PULP

Pulp producers grapple with challenges amid global economic downturn Brazil and China record a substantial increase in pulp production over the historic period US: Opportunities lie in recycled paper production Brazil: Growing environmental regulations mandate more sustainable production practices China: The country outpaces Canada in global pulp production Lower demand for paper products results in declining pulp prices globally Inflation drives rise in related consumer goods prices

# GLOBAL DEMAND FOR PULP

Short-term outlook prone to various risks Demand drivers for pulp across key buyer industries

#### GLOBAL DEMAND FOR PULP

Disposable paper products industry faces slower growth as demand wanes in post-COVID era Corrugated paper and paperboard packaging remains valued among consumers Publishing and printing industry rebounds from the pandemic lows

#### COUNTRY SNAPSHOTS

Top 10 country profile: US Top 10 country profile : Brazil Top 10 country profile : China Top 10 country profile : Canada Top 10 country profile : Sweden Top 10 country profile : Finland Top 10 country profile : Indonesia Top 10 country profile : Russia Top 10 country profile : Japan Top 10 country profile : Chile

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