



Euromonitor
International

Paperisation: Paper's Potential to Reshape the Future of Packaging

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EXECUTIVE SUMMARY

Paperisation : Paper's Potential to Reshape the Future of Packaging

Key findings

INTRODUCTION

Paper in the ascendancy

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Key drivers shaping the future of paper-based packaging

THE RISE OF PAPER-BASED PACKAGING

What is paperisation? And why does it matter?

Paper-based packaging secures above-average growth in core formats

Folding cartons: Food staples and time-saving meal aids fuel expansion

NPD: Myriad new designs in paper and board

Liquid cartons: Reversal of fortunes as drinks are set to outperform dairy

NPD: Health and plastic reduction drive new liquid carton launches

Desire to replace fossil fuel-based plastics is the core paperisation driver

Switching from metal and glass brings additional potential to lower carbon impact

SUSTAINABILITY: PAPER'S WINNING CREDENTIALS

Sustainability is a must-do and a success story for paper packaging

Consumers care about the environment and want sustainable packaging

As holder of "most sustainable" status, paper is well placed for growth

K-beauty conversion: Moorim and Kolmar remove plastic from product and packaging

Fibre-based innovation that extends beyond the core consumer pack

Sustainability claims slow, but not for packaging: Use claims to build equity

Clean beauty: A trailblazer for sustainable packaging launches

CHALLENGES TO NAVIGATE: FROM REGULATION TO TRADING CONDITIONS

Regulatory and supply factors

Paper faces more regulatory scrutiny: Prepare for PPWR compliance

New EU forestry rules on paper traceability and the benefits of compliance

China's evolving regulation on the fast-growing e-commerce delivery sector

Tackling technical barrier challenges with sustainable coatings

Circularity via mineral-based and seaweed coatings for foodservice packaging

Paperisation assurances: Do not overlook paper's positives in brand messaging

Trade tensions raise the risk of a paper packaging and circularity slowdown

Joining forces: A key strategy to mitigate cost pressures and to fuel innovation

CONCLUSION

Recommendations

The evolution of paper-based packaging

Questions we are asking

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