

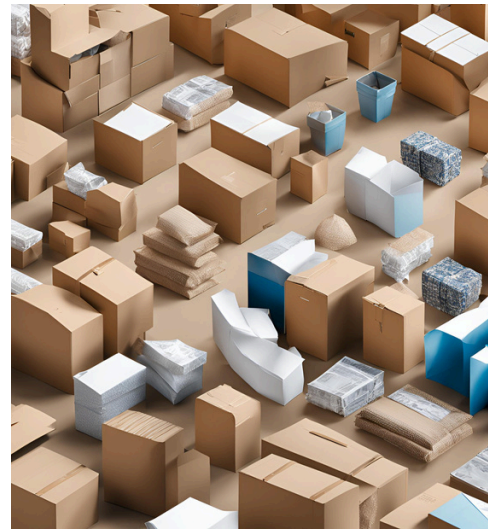
PAPER AND PACKAGING

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The paper and packaging industry has seen growth from 2013 to 2018, and that is expected to continue with an even larger demand in the future. As packaging and new innovations become vital for the paper industry we should expect to see significant growth in the future.

Four Key Trends:

1. Economic and Demographic Growth
 - The global population will increase, as well as incomes. This development will be boosted by growth in emerging economies, such as paper and packaging.
2. Sustainability
 - By having lightweight, portable products a company can manage their sustainability. A great way to do that is with innovative packaging
3. Consumer Trends
 - Consumers are tending to purchase more online leading to the need for more packaging and packaging products.
4. Brand Owner Trends
 - Packaging can play a role in brand identity. It can help brand owners prevent counterfeit goods through RFID and smart tags.



Five Key Takeaways:

1. Cellulose Fibers from New Natural Sources
 - Cellulose originates in wood, and can be found from diverse renewable sources.
2. Innovative Materials and Designs in Packaging
 - Packaging options have become more innovative, and now plays a role in consumer purchasing. Paper and cardboard packaging is the sustainable option for the market.
3. New Solutions for Daily Life
 - The paper industry is creating products to improve daily life. This can include cardboard that has an active carbon layer to protect against undesirable substances.
4. Biocomposites
 - In efforts to reduce single-use plastics, paper and plastic can be the solution in the form of cellulose fibre biocomposites.
5. Printed electronics and nanotechnology
 - Consumers are preferring solutions to products, and the European industry is starting to adapt. There have been electronic circuits, RFID tags, and nanocellulose insulators.

ECONOMIC TRENDS

1. The paper and packaging industry in the US has a projected 340 billion USD market growth
2. In recent years, a emphasis on eco-friendly packaging has dominated the industry
3. Data analytics project that the food and beverage industry account for over 22% of the global paper packaging share

HOW CIAG CAN HELP

1. Our consultants will keep you updated with future trends regarding the paper packaging industry
2. We can develop cost saving plans to implement through data analytic systems which analyze consumer trends
3. Our client packages emphasize an environmental friendly approach through researching new nano-technology, renewable resources, and alternative energy sources.
4. We will research effective strategies to break into the international paper packaging market and analyze consumer preferences

CONCLUSION

The packaging and paper industry is navigating a period of transformation driven by sustainability demands, digital innovations, and changing consumer expectations. Companies that proactively adopt eco-friendly practices, embrace technological advancements, and prioritize customer-centric solutions will thrive in this evolving market. By aligning with these trends, CIAG can help businesses enhance their competitiveness, reduce environmental impact, and meet the growing demand for responsible and innovative packaging solutions.

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