SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Packaging & label manufacturers

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Packaging and label sales depend on how a product is made and supplied. Material choices and ordering patterns shape the buyer's brief.

423M t
Paper and board production
World / 2024 [S01]

112M t
Paper and board exports
World / 2024 [S01]

+4%
Production growth
World / 2024 [S01]

01 What you can offer

Start with packaging you can produce well, using materials and print processes within your capabilities.

02 Where to start

For example, choose food or cosmetics manufacturers using a familiar packaging format.

03 What to ask

Ask about dimensions, material and quantity.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Paper and paperboard output and exports describe the broader supply environment for packaging and print. Your own starting point is the material you handle and the product you can supply.

Paper and board production

World / 2024 [S01]

423M t

Paper and board exports

World / 2024 [S01]

112M t

Production growth

World / 2024 [S01]

+4%

What these figures cover

Exports include part of production, so the two figures must not be added. These totals do not separately measure packaging, contract packing or commercial printing.

Consider international customers

Export-ready specifications can support foreign brand owners and distributors; freight and sample approval determine fit.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Paper and paperboard: output and exports

2024, million tonnes

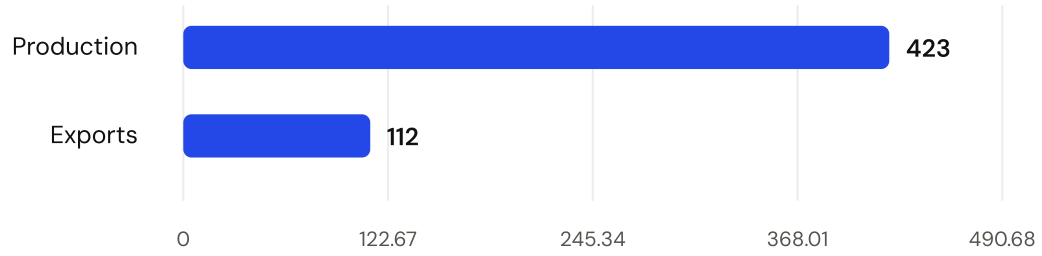


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

For example, choose food or cosmetics manufacturers using a familiar packaging format. Review their products before selecting firms to approach.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Export-ready specifications can support foreign brand owners and distributors; freight and sample approval determine fit.

Exports include part of production, so the two figures must not be added. These totals do not separately measure packaging, contract packing or commercial printing.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Food brands

What to discuss
For food brands, consider product-contact requirements, pack format and repeat ordering together.

Who to speak with
Packaging buyer or production lead

PROFILE 02
Potential buyer

Cosmetics producers

What to discuss
Discuss appearance, print, materials and sample approval with cosmetics producers.

Who to speak with
Packaging buyer or production lead

PROFILE 03
Potential buyer

Industrial manufacturers

What to discuss
Learn industrial manufacturers' requirements for transport, storage and product information first.

Who to speak with
Packaging buyer or production lead

PROFILE 04
Potential buyer

Contract packers

What to discuss
Speak with contract packers about materials suited to their packing lines and assembled sets.

Who to speak with
Packaging buyer or production lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

For example, choose food or cosmetics manufacturers using a familiar packaging format. Review their products before selecting firms to approach.

Next step

Research a small group of relevant firms.

02

Define the work together

Ask about dimensions, material and quantity. Confirm sample approval and delivery dates before preparing a price.

Next step

Write down the agreed requirements.

03

Look across borders

Export-ready specifications can support foreign brand owners and distributors; freight and sample approval determine fit.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 **Global production and trade in forest products in 2024**

FAO · 2025 / 2024 data

www.fao.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/packaging-label-manufacturers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION