



Press Release

Brussels, 13 July 2017

Latest market data demonstrates strong performance for the European pulp and paper industry in 2017

CEPI, the European association representing the pulp and paper industry, today released its annual market and industry review for 2017 which confirms, despite a challenging global environment, the strong performance of industry in Europe.

“The 2017 figures demonstrate that the European pulp and paper industry is achieving a phenomenal turn around. Whether it is production, added value or exports, all key indicators are positive. The current level of investment, not seen since 2005, is indicative of industry’s self-confidence and the acceleration of its transformation.” says Sylvain Lhôte, CEPI Director General.

The latest investment figures also bode well for the industry’s ambitious **investment** agenda. 2017 exhibited a 7.5% growth of investment from 2016, at over 5 billion euros, which is aligned with the transformation outlined in the industry’s 2050 [‘Investment Roadmap’](#).

Consumption of paper is up by **0.5%**, a significant increase based on previous trends. Similarly the **production of paper and board** is up **1.5%** from 2016, benefiting from a more favourable economic environment and from conditions promoting sustainable solutions.

Exports were particularly strong tallying a **5.2% increase** from 2016, a noteworthy figure in the background of growing international tensions on trade.

Likewise the industry has also proved performant when it comes to **paper for recycling**. Notwithstanding the introduction in 2017 of the Chinese waste import restrictions, the paper and board recycling rate has increased to **72.3%**. This comes in the same year that industry has witnessed a **1.4%** increase in the utilisation of paper for recycling.

Note to editor:

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About CEPI

CEPI is the pan-European association representing the forest fibre and paper industry.

Through its 18 national associations CEPI gathers 495 companies operating more than 900 pulp and paper mills across Europe producing paper, cardboard, pulp and other bio-based products. CEPI represents 22% of world production, €82 billion of annual turnover to the European economy and directly employs more than 177,000 people.

From forest fibre technology to advance paper design the industry currently invests 5.5 billion annually and is a leader of the low carbon circular bioeconomy transition. CEPI’s 2050 ‘Investment Roadmap’ outlines the industry’s vision to advance this transformation in Europe through value creation and decarbonisation.