

## Big Picture Market Contexts in Coated Papers and Coated Packaging, and the Role of Industry 4.0

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### Abstract

The presentation will offer insights into how coated paper and coated packaging markets are changing and adapting in the context of current industry-specific as well as socio-economic developments. In addition, an introduction to Industry 4.0 in the paper and packaging industry will be provided. The presentation will commence with high-level developments before going into some details regarding coated papers and coated packaging.

Focus of the presentation will be placed on price developments, supply and demand changes, as well as looking into up-swinging, stagnating and receding market areas. The central geographical region in the presentation will be Europe, with comparative statistic from other regions. The presentation will aim to give context to the following questions:

- How did supply and demand develop over the past years and what will the future growth perspectives look like?
- How will capacity of the coated paper and packaging industry change in the next years?
- How will socio-economic developments affect the coated paper and coated packaging market?

In addition, StepChange Consulting will present the highlights of its study on Industry 4.0 in the paper and packaging industry. It will be comprised of a brief introduction including a showcase of industry 4.0 efforts from the paper and packaging industry. The focus will be put on the opportunities and expected benefits of Industry 4.0, as well as potential challenges.