

Paper is Europe's most circular material



With **world-leading collection and recycling rates**, both print and paper industry show how renewable resources can thrive in a circular economy

DID YOU KNOW THAT

Europe is the world's paper recycling champion

In 2024, the recycling rate of all consumed paper and board reached

75.1%,

one of the highest for any material stream worldwide



KNOW
THE FACTS



Recycling drives our industry

Paper & cardboard
can be recycled up to

25 times

before they lose quality. Wood fibre
from sustainably managed forests is
introduced to keep the loop going

Source: Eckhart, R. (2021)



Recycled paper and
board makes up around

57%

of the fibre material
for European paper
production



BEYOND
THE STATS



Europe recycles more paper than plastics, glass or metal

Paper and cardboard packaging is **the largest share of the recycling stream**



At an

87%

recycle rate, paper and board packaging is the most efficient

Source: Eurostat, 2023

WHY IT
MATTERS



**Paper is at the
foundation of
Europe's sustainable
future and we rely
on it every day**

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