HAWKINS WRIGHT

Pulpwatch

Monthly analytical newsletter covering developments in the international pulp and paper markets.

What our Pulpwatch service offers...

Market pulp is an internationally traded commodity at the heart of the global fibre cycle, serving as a sustainably sourced raw material to an increasing amount of industries. Pulp markets are dynamic and complex; the factors driving their monthly fluctuations are often obscured by a lack of price transparency. Pulpwatch strives to present a timely and objective analysis of such fluctuations, essential to developing an understanding of the market's likely future direction. Over the years, our readership has grown to include companies controlling over 85% of global market pulp capacity.

Drawing on decades of industry expertise and an unparalleled network of industry contacts – cultivated by our extensive travels and frequent interactions with industry leaders – our **market commentary** interprets and contextualises the constantly changing balances in the pulp market, taking a view on the market's short and medium-term prospects. Other regular sections of the newsletter focus on changes in **printing and writing paper and tissue markets**, and on the impact of **exchange rates** and **commodity markets**.

The Pulpwatch newsletter also includes a unique **Industry Focus** section each month, providing the reader with an in-depth analysis of a particular development or market dynamic that is shaping our industry. The coverage includes, for example, a review of the important pulp producing and consuming markets; the impact of investment plans on regional and world pulp and paper supply/demand balances; the influence of changing raw material costs and exchange rates on producers' competitive advantages.

The **Key Statistics** section of Pulpwatch is the most timely and comprehensive source of publicly available pulp and paper market data, including:

- Printing and writing paper shipments by region
- Papermakers' converting margins by region
- Shipments of bleached chemical market pulp by region and by grade
- Pulp producer's operating rates
- Consumers' inventories of purchased pulp by region
- Producer stocks in days of supply
- China's import of pulp by grade and origin
- Prices for imported and domestically sourced wood chips in China
- **Market pulp price indications** (30 pulp price series are updated monthly)

All of the data published in Pulpwatch is available to subscribers in Microsoft Excel format.

About Hawkins Wright

Hawkins Wright is an independent consultancy providing a range of strategic, forecasting, market intelligence and business information services to the international forest products and bioenergy industries.

Since 1982 Hawkins Wright has provided authoritative and cost-effective services based on in-depth research of the global forest, pulp & paper and bioenergy industries. These services include private consultancy assignments covering a full range of marketing and strategic subjects as well as regular multi-client reports and newsletters.

Our consultancy services build on our global perspective of the macro- and micro-economic trends driving the international forest industry and downstream product markets. Assignments can range from advice on a client's business development or feedstock sourcing strategies to highly detailed market feasibility assessments of prospective projects.

Sample pages

HAWKINS WRIGHT
Volume 32 No. 6 - **7 January 2026**

PulpWATCH

Monthly news and analysis of the international pulp market

Discount creep and robust demand in China prompt worldwide price announcements

- Prices for imported market pulp increased in China during December. BEKP prices increased by $15–25/t to ~$560/t net, if not higher. NBSK prices increased by $10–25/t to within a range of $680–690/t net.
- In Europe, negotiations are still ongoing, with some BEKP reportedly settled at $1,130/t (+$30/t). NBSK producers are also pushing for increases.
- Prices in North America diverged. While BEKP strengthened +$50–60/t to $1,275/t, NBSK prices dropped by up to $25/t, settling around $1,535/t.

MARKET PULP DEMAND in China remained broadly firm during the closing weeks of 2025, while demand in North America and Europe was seasonally subdued. In these mature markets, the muted demand environment was primarily attributable to the continued weakness in printing and writing paper consumption, compounded by a degree of buyer hesitancy ahead of anticipated meaningful discount creep taking effect this month. In contrast, conditions in China were relatively more supportive, as paper and board operating rates improved in the run-up to the Lunar New Year holiday, underpinning a modest increase in market pulp consumption and demand.

During December, BEKP list prices in North America increased by around $50–60/t to reach $1,275/t. In China, BEKP net prices strengthened by $15–25/t to a range of $545–565/t. For NBSK, list prices in North America edged lower by approximately $0–$25/t, while net prices in China increased by $10–25/t, reaching levels of up to $690/t. In Europe, December business for both BEKP and NBSK remains under negotiation, although we understand a significant volume of BEKP has already been settled at $1,130/t, up $30/t from November. Looking ahead, expectations of above trend discount creep in the New Year, combined with some maintenance shuts in Latin America and other market related supply disruptions, have triggered a broad wave of January price increase announcements across most hardwood grades. Select softwood producers have also moved to raise prices. Most notably, fluff pulp producers have announced a new round of hikes, ranging from +$70/t net in China and the Middle East to up to $150/t on list prices in Europe and North America.

China

In China, market sentiment in December was heavily shaped by an appreciating renminbi which strengthened past 7 per US dollar for the first time since May 2023. This tailwind for pulp prices was further supported by robust demand as operating rates increased across the P&B sector, as is seasonally the norm ahead of the Lunar New Year Holiday period. Anecdotal reports indicate that availability from traders was constrained during the month, thereby supporting import demand and reinforcing the pricing power of the major international suppliers. Ongoing shipment delays from South America further accentuated this dynamic, with port stocks falling 11% m-o-m to their lowest level since December 2024.

In the event, BEKP prices rose to around $565/t net, with multiple suppliers announcing a further $20/t increase for January ship-

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Industry focus

Wood cost review and outlook

Nordic pulpwood costs, rose sharply over recent years. The trend has now reversed.

Wood costs have been a central concern for pulp producers over the past twelve months. This note assesses the current situation in two key regions: the Nordics and China. In both markets, wood costs have declined in recent months, with the full impact expected to materialise over the coming quarters.

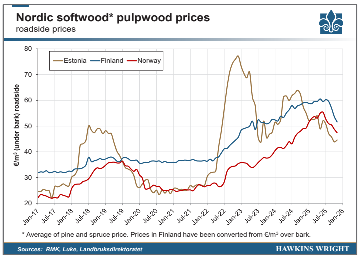
Nordics

Nordic pulpwood costs, including in Finland and Sweden, increased sharply over the past few years. This trend has now reversed, with prices beginning to decline, driven primarily by weaker demand as pulp producers across the region have taken significant market-related downtime.

That said, the transmission of lower wood costs into pulp producers' financial results is subject to a material time lag. Lead times are long, and it typically takes several months before changes in pulpwood pricing are reflected in reported costs.

As such, care is required when comparing and interpreting statistics from different sources. In the Nordic region, pulpwood prices are often agreed in advance of harvesting, with volumes measured post-harvest and payments made only after transportation to the mill. Depending on contract terms, this can further delay the point at which lower wood costs are recognised by pulp mills.

We begin with Finland, where the most timely and reliable data are available. Standing sales remain the dominant transaction model for industrial roundwood. Prices reported by the Natural Resources Institute reflect the basic stumpage price only, excluding harvesting and transport costs, and are recorded at the time contracts are signed. As a result, even when prices decline in the statistics, several months typically elapse before the "standing inventory" of lower-cost wood is harvested and delivered to mills. Delivery sales represent the second most common sales model. Under this structure, the forest owner is responsible for harvesting and transport to the roadside, with prices quoted on a roadside basis.



Prices for both standing sales and delivery timber have declined €8–10/m3 (down 12–17% for delivery sales) over bark from the peak in mid-2025. Delivery sales impact the bottom line of companies as soon as mill inventories are worked through. By contrast, under the more prevalent standing sales model, buyers must first absorb contracted but unharvested volumes, delaying the pass-through of lower prices to the bottom line.

In Sweden, the most common method for industrial roundwood sales is through harvesting assignments. The forest owner agrees with the buyer that final felling or thinning should be performed and a time window for it to be performed. The buyer is then responsible for felling

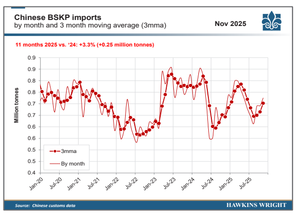
Key statistics - **China Analysis**

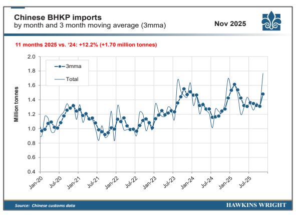
- Chinese imports of market pulp increased 23% m-o-m in November, mostly attributable to a 45% increase in BHKP imports.
- Year-to-date, imports of market pulp are up 9% or 2.0Mt. BSKP imports are up 3% or 0.25Mt y-t-d and BHKP imports have increased 12% or 1.7Mt y-t-d.
- Imports of BSKP have declined from North America, especially the US and increased from elsewhere. Imports of BHKP have increased from the major sources in South America and Indonesia while imports from elsewhere declined y-t-d.
- Imports of mechanical pulp are flat y-t-d, with imports from Indonesia up 0.3Mt and from all other source regions down.

Chinese imports of pulp by grade and by origin

thousand tonnes					Year-to-date (11 months)		
Grade & country of origin	Aug-25	Sep-25	Oct-25	Nov-25	2024	2025	% change
BSKP - total	**614**	**690**	**691**	**725**	**7594**	**7847**	**+3%**
Canada	177	183	168	158	1888	1796	-5%
Russia	70	128	94	105	1042	1061	+2%
Chile	139	105	103	134	1191	1236	+4%
USA	26	34	53	71	951	614	-35%
Sweden	42	57	87	68	459	661	+44%
Finland	91	111	111	135	1518	1683	+11%
Others	69	72	75	54	544	797	+46%
BHKP - total	**1258**	**1356**	**1318**	**1765**	**13889**	**15590**	**+12%**
Indonesia	307	270	269	394	3087	3226	+4%
Brazil	724	721	724	943	7143	8454	+18%
Uruguay	70	186	142	214	1443	1657	+15%
Thailand	3	8	3	3	43	39	-9%
Chile	113	112	131	131	1291	1557	+21%
Russia	8	11	7	18	157	130	-17%
Canada	19	23	13	33	263	237	-10%
USA	0	2	3	3	127	32	-75%
Others	14	23	26	26	335	258	-23%
Mech/Semi-chem	60	79	96	104	1137	1149	+1%
Canada	22	19	35	62	873	634	-27%
New Zealand	5	8	6	6	88	83	-6%
Nordic	6	2	3	4	84	69	-17%
Indonesia	27	50	51	32	0	332	N/A
Others	0	0	1	0	92	31	-66%
UKP	90	72	86	94	901	974	+8%
TOTAL MARKET PULP	**2022**	**2197**	**2191**	**2688**	**23522**	**25561**	**+9%**
MARKET VALUE (million US$)	1175	1246	1231	1495	15696	15336	-2%

Notes:
1. *r = revised since previous issue.*
2. *e = estimated by Hawkins Wright.*
3. *... = not available or not meaningful*
4. *Source: Chinese Customs & National Bureau of Statistics*





Market pulp price indications

All prices are per metric tonne		2025 November	2025 December	2026 January	2026 February	2026 March	**Announced** for April
WEST EUROPE (CIF)							
- NBSK (Nordic/Canada)	$	1490-1500	1550	1600-1610	1650-1660		
- Eucalyptus (Latin America)	$	1100	1130	1250	1280	1330	+50
UNITED STATES (delivered)							
- NBSK (Canada)	$	1550	1535	1535	1565	1590	
- Southern (US)	$	1510	1495	1495	1515	1535	
- Eucalyptus	$	1225	1275	1330	1380	1430	+50
- Northern/Southern mixed (Canada/US)	$	1185	1225	1275	1340	1400	
SOUTH KOREA (CIF)							
- NBSK (Canada)	$	850	870	885	885	850	
- Eucalyptus	$	680	705	745	765	785	
- UKP (NA/Chile)	$	625	625	625	625	625	
- BCTMP Hardwood (Canada)	$	710	710	710	710	710	
CHINA (c&f., 90 days credit, list prices unless otherwise stated)							
- NBSK (Canada, net price)	$	640-680	680-690	680-700	680-700	650-670	
- NBSK (resale price in Rmb)	Rmb	5546	5613	5418	5350	5286	
- NBSK (resale price in $)*	$	681	694	676	674	667	
- Radiata pine (Chile, net price)	$	660-670	680-700	680-700	680-700	660-680	
- BSKP (Russia, net price)	$	610-640	610-650	640-680	640-680	610-660	
- Eucalyptus (Brazil, net price)	$	530-540	545-565	580-590	580-600	600-610	
- BEKP (resale price in Rmb)	Rmb	4381	4596	4728	4588	4556	
- BEKP (resale price in $)*	$	530	561	583	570	567	
- BCTMP hardwood (Canada)	$	430-450	440-450	440-450	440-450	440-450	
- Dissolving (hardwood viscose grade)	$	810-820	790-810	770-800	800-820	830-850	
- Fluff pulp (USA, net price)	$	820-840	820-840	810-830	810-840	830-870	
- UKP (NA/Chile) (net, commodity grade)	$	550-590	580-620	580-620	580-620	570-620	

Notes: Estimated transaction prices for delivery in the period shown, before any loyalty or large order discount.
Figures in brackets are unconfirmed or based on partial information.
**The resale price expressed in $ has been estimated by making adjustments for the the exchange rate, VAT (13%) and local transportation.*
***Before year-end rebate*

These are price indications and should not be relied upon or used for commercial purposes.

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The cost of a **single user 12 month subscription** to the Pulpwatch service is **£1,890** (or the equivalent in US dollars or euros). An single annual subscription includes:

- twelve Pulpwatch reports, published at the beginning of each month, providing in-depth analyses of the market's short and medium-term prospects
- access to historic data, charts and analysis upon request (e.g. wood pellet prices)
- access to a personalised client area at www.hawkinswright.com, where both current and historic reports can be accessed at any time

The cost of a **corporate user 12 month** subscription to the Pulpwatch service is **£3,150** (or the equivalent in US dollars or euros). A corporate annual subscription includes all of the above, plus:

- a licence to distribute the Pulpwatch newsletter and data throughout your company or organisation, along with an unlimited number of online accounts with access to the Pulpwatch website (within reason).

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