

EUWID Price Watch Italy

January 2026

Prices in € per tonne free delivered unless otherwise stated	January 2026	December 2025	January 2025
Fine paper			
Woodfree uncoated			
Copy paper 80 g A4 B grade	880 - 960	880 - 960	970 - 1,050
Copy paper 80 g A4 C grade	760 - 860	760 - 860	870 - 970
Offset sheets 80 g	870 - 940	870 - 940	960 - 1,050
Offset reels 80 g	770 - 860	770 - 860	870 - 970
Woodfree coated			
Sheets, double coated, 100 g	910 - 990	910 - 990	980 - 1,100
Reels, double coated, 100 g	820 - 900	820 - 900	890 - 990
Publication paper			
Standard newsprint 45 g	565 - 590	570 - 600	595 - 620
Standard newsprint 42 g	575 - 600	580 - 610	605 - 630
Improved newsprint ISO 68, 52 g	590 - 610	600 - 620	620 - 640
LWC offset 60 g	720 - 750	720 - 760	740 - 780
SC offset 56 g (A)	620 - 640	620 - 650	640 - 670
SC offset 52 g (A)	630 - 650	630 - 660	650 - 680
Corrugated case material			
Primary fibre corrugated case material			
Unbleached kraftliner 175 g+, European quality	620 - 650	630 - 650	630 - 650
White-top kraftliner 140 g, European quality	770 - 820	780 - 830	790 - 830
Recycled corrugated case material			
Recycled fluting, European quality	340 - 350	340 - 360	350 - 375
Testliner II, European quality	380 - 390	380 - 400	390 - 410
Testliner III, European quality	350 - 360	350 - 370	360 - 385
White-top testliner, grade C, 140 g, European quality	490 - 510	500 - 520	510 - 530
Medium, Italian quality	290 - 300	300 - 310	300 - 315
Testliner IV, Italian quality	300 - 310	310 - 320	310 - 325
Cartonboard			
GD II	560 - 630	580 - 650	600 - 670
GD III	530 - 570	550 - 590	560 - 600
GC II	930 - 1,080	950 - 1,100	1,000 - 1,150

© 2026 EUWID Europäischer Wirtschaftsdienst GmbH
All rights reserved

EUWID assumes no liability for the accuracy of pricing information.

mark-ups so early in the year. Suppliers had been steadily cutting paper prices for several months, well into the late fourth quarter. Paper producers went first, and, once list prices had been adjusted, wholesalers followed suit, one paper merchant told EUWID. Now, prices are suddenly supposed to increase overnight, something that is simply out of the question in this form and in the current market climate, he said.

In the view of a few woodfree uncoated paper producers, the planned price increases have merely been pushed back rather than scrapped, and they intend to pursue them further over the coming months, not least because of rising pulp prices in Europe. However, a few other paper manufacturers have yet to announce or schedule any price plans for the first quarter. They are monitoring the situation closely and are not ruling out a move of their own at this stage. Both camps, however, welcomed the fact that selling prices for coated and uncoated fine papers did not

come under renewed pressure in January after numerous reductions last year.

Fine paper suppliers from Asia and Latin America remain a firm fixture on the Italian market, even though supply may not have been quite as abundant in recent weeks as it was a few months ago. Market players now expect imports from Asia and Latin America to pick up again following the EU's late December decision to postpone implementation of the EU Deforestation Regulation (EUDR) by another year.

The price gap between paper made in Europe and imported grades can be huge, though it depends on the grade in question, market experts say. Customers, for example, report that woodfree coated sheets from South Korea as well as uncoated paper from China or Indonesia normally have a significant price edge over European suppliers. European suppliers underline that competing with Asian and Brazilian producers on price is neither feasible nor desirable, and that they are

therefore focusing on better delivery flexibility and customer service.

Publication paper market starts the new year with minor price corrections after all

Conversations with EUWID sources doing business on Italy's publication paper market in January painted a fairly clear picture of things at the start of the year: Despite all of their efforts, newsprint and magazine paper producers had only limited success in keeping sales prices for first-quarter deliveries stable. In many cases, prices towards the lower end of the range were rolled over into the first quarter, while higher-priced contracts saw adjustments of up to €15/t.

Talk of a price increase for coated magazine paper at the start of 2026, as a few producers envisaged, did not translate into higher prices in first-quarter contracts. Market players on both sides of the market said that those price ambitions were

► continued on page 10