EUWID Price Watch Italy
May 2025

Prices in € per tonne free delivered unless otherwise stated	May 2025	April 2025	May 2024
Fine paper			
Woodfree uncoated			
Copy paper 80 g A4 B grade	965 - 1,050	960 - 1,050	1,040 - 1,120
Copy paper 80 g A4 C grade	850 - 970	850 - 970	960 - 1,040
Offset sheets 80 g	960 - 1,050	960 - 1,050	1,030 - 1,120
Offset reels 80 g	870 - 970	870 - 970	940 - 1,040
Woodfree coated			
Sheets, double coated, 100 g	980 - 1,100	980 - 1,100	1,040 - 1,150
Reels, double coated, 100 g	890 - 990	890 - 990	950 - 1,040
Publication paper			
Standard newsprint 45 g	590 - 620	590 - 620	570 - 610
Standard newsprint 42 g	600 - 630	600 - 630	580 - 620
Improved newsprint ISO 68, 52 g	620 - 640	620 - 640	610 - 630
LWC offset 60 g	740 - 780	740 - 780	750 - 800
SC offset 56 g (A)	640 - 670	640 - 670	650 - 690
SC offset 52 g (A)	650 - 680	650 - 680	660 - 700
Corrugated case material			
Primary fibre corrugated case material			
Unbleached kraftliner 175 g+, European quality	660 - 700	650 - 680	600 - 630
White-top kraftliner 140 g, European quality	800 - 860	790 - 850	750 - 800
Recycled corrugated case material			
Recycled fluting, European quality	410 - 430	410 - 430	360 - 380
Testliner II, European quality	450 - 465	450 - 465	390 - 410
Testliner III, European quality	420 - 440	420 - 440	370 - 390
White-top testliner, grade C, 140 g, European quality	530 - 560	530 - 560	510 - 540
Medium, Italian quality	360 - 370	360 - 370	300 - 320
Testliner IV, Italian quality	370 - 380	370 - 380	310 - 330
Cartonboard			
GD II	620 - 690	620 - 690	630 - 710
GD III	580 - 630	580 - 630	590 - 630
GC II	1,000 - 1,150	1,000 - 1,150	1,000 - 1,120

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presence of different European and non-European suppliers on the Italian market. Despite low sales prices, they were eager to defend market share in Italy and were offering a wide range of purchasing prices.

Sources from the corrugated board industry wanted to see greater continuity and stability in paper prices. Only then, they claimed, would they have more time to institute their own demands for higher sheet and box prices.

A few EUWID contacts among corrugated packaging producers criticised the approach taken by major integrated companies that were doing business across the entire value chain and were not pursuing price increases for corrugated board and/or packaging with the same level of intensity as independent producers, despite higher paper prices.

One EUWID source complained that this was allowing these groups to secure additional orders in what was a relatively quiet market.

No opportunity for additional price hikes for GD board in May

A small price increase for GD (white-lined chipboard, WLC) at the start of the second quarter now appears likely to remain a one-off. A few manufacturers' attempts to implement additional price increases in May were unsuccessful across the board.

Even the success of April's price hike is increasingly questioned in Italy. It became clear time and again in May that the price hike of €20-25/t was rather small, and that new prices could not be implemented everywhere. Sources in Italy told EUWID that a few customers had not dug deeper into their pockets because they had longer-lasting contracts running until the end of June. Others managed to ink new quarter-long contracts at unchanged prices in late March and early April. Strategic customers had reportedly received special treatment in some cases, according to one board supplier.

Both scenarios were causing confusion and resentment among smaller customers, who themselves had to accept higher prices.

Demand for GD has been described as lacklustre to poor for weeks now. Machines at board mills in Italy and in Europe in general are usually running at low capacity utilisation. In several instances, manufacturers had reported order backlogs of just 10 days in May. This was especially worrying since several recycled board manufacturers had curbed their output in April and start of May, and May and June are traditionally good months for the cartonboard industry. As one producer said with disappointment, these effects would normally have an impact on order books, but that had not been the case this time.

For their part, folding cartons producers are also grappling with weaker business and facing the challenge of passing higher cartonboard prices on to their own customers. They are, therefore,

▸ continued on page 4