🇷🇴 Romania 🌲 Pulp

Romania Pulp Overseas Market Analysis Report

Report Updated: July 1, 2026

Romania Pulp Core Conclusions

Romania's pulp market is highly import-dependent, with domestic production meeting only about 8% of demand. In the first half of 2026, global pulp supply-demand loosened, putting pressure on hardwood pulp prices. Brazil and Northern Europe (Sweden, Finland) are the largest import sources, together accounting for over 70%. Key risks include EUR exchange rate volatility, global shipping cost changes, and spillover effects from Chinese demand.

Import dependency: 92% (domestic output ~28,000 tonnes/year)

Total pulp imports 2025: ~325,000 tonnes

Major import sources: Brazil (38%), Sweden (21%), Finland (14%)

BHKP CIF Europe: USD 920-980/tonne ▼ -6.5% YoY

Source: Eurostat trade database (updated May 2026); PPP global pulp statistics (2026 Q1)

Supply-Demand Fundamentals

Romania's annual pulp consumption is about 350,000 tonnes, mainly used in packaging paper and tissue production. Domestic output is only 28,000 tonnes (mainly recycled pulp and a small amount of mechanical pulp), with the gap filled by imports. In 2026, global new pulp capacity is released intensively, supply growth outpacing demand growth, with the market supply-demand ratio expected to rise to 1.06.

Indicator	2024	2025	2026E
Domestic Production (10,000 t)	2.6	2.8	3.0
Imports (10,000 t)	31.2	32.5	33.8
Consumption (10,000 t)	33.8	35.3	36.8
Import Dependency	92.3%	92.1%	91.8%

Source: National Institute of Statistics of Romania (INS); Eurostat (May 2026); PPP global supply & demand report (2026 Q1)

China Market Overview

China, the world's largest pulp importer, saw hardwood pulp spot prices fluctuate narrowly between CNY 5,700-6,000/tonne in H1 2026. Domestic pulp capacity utilization is about 78%, with port inventories staying elevated. China's pulp import structure continues to adjust, with the share from Brazil further increasing to over 55%.

Hardwood pulp spot price: CNY 5,750-6,000/tonne (Zhuochuang Information, June 2026)

Softwood pulp (NBSK) spot price: CNY 6,800-7,100/tonne

Major port inventory: ~1.98 million tonnes (elevated)

Jan-May 2026 imports: ~13.8 million tonnes ▲ +4.2% YoY

Source: Zhuochuang Information Pulp Weekly (3rd week of June 2026); General Administration of Customs of China (June 2026); Longzhong Information

Romania Market Overview

Romania's pulp market operated steadily in H1 2026, with CIF import prices declining due to easing global supply-demand. Local paper mills are highly price-sensitive, favoring short-term contracts. Pulp consumption in Romania is concentrated in three main segments: packaging paper (42%), tissue (35%), and printing & writing paper (18%).

BHKP CIF Romania: USD 940-990/tonne ▼ -3.1% MoM

NBSK CIF Romania: USD 1,180-1,240/tonne

Monthly average import price (May 2026): ~USD 1,025/tonne

Packaging paper share: 42% | Tissue share: 35%

Source: Romanian Customs (May 2026); Eurostat; local industry media Ziarul Financiar (June 2026)

Product Segmentation

Romania's pulp imports are dominated by Bleached Hardwood Kraft Pulp (BHKP), accounting for 62% of total imports; Bleached Softwood Kraft Pulp (NBSK) accounts for 25%; unbleached kraft pulp and dissolving pulp together represent 13%. Hardwood pulp is mainly used for tissue and packaging board, softwood pulp for strength enhancement, and dissolving pulp serves the textile fiber sector.

Product Category	Import Share	CIF Price Range	Main Application
Bleached Hardwood Kraft Pulp (BHKP)	62%	USD 940-990/t	Tissue, packaging board
Bleached Softwood Kraft Pulp (NBSK)	25%	USD 1,180-1,240/t	Strength enhancement, specialty paper
Unbleached Kraft / Dissolving Pulp	13%	USD 780-920/t	Packaging, textile fibers

Source: Romanian customs classification data (2026 Q1); Eurostat Prodcom; PPP classification statistics

Core End-Product Supply & Demand

Romania's paper industry is the core downstream of pulp, with total paper & board output of about 980,000 tonnes and consumption of about 1.12 million tonnes in 2025, resulting in a net finished paper import gap of approximately 140,000 tonnes. The tissue segment is the fastest growing, at about 4.5% annually, driven by consumption upgrades and export demand.

Paper & board production (2025): 980,000 tonnes

Paper & board consumption (2025): 1.12 million tonnes

Tissue production growth: +4.5% YoY

Major paper enterprises: Pehart Tec (tissue leader), Vrancart, Rondocarton

Source: Romanian Paper & Packaging Association (ROMPAP, 2026 Q1); INS industrial statistics (2025 annual report)

Intermediate Goods & Raw Material Value

Pulp cost accounts for 55%-65% of total papermaking costs. The price spread between Chinese market hardwood pulp and Romania's CIF price reflects differences in local supply-demand conditions. In H1 2026, the China-Europe pulp price differential narrowed, mainly due to weaker European demand.

Product	China Spot Price	Romania CIF Price	Price Diff.
BHKP (Hardwood)	CNY 5,750-6,000/t	USD 940-990/t	~ -8% to +3%
NBSK (Softwood)	CNY 6,800-7,100/t	USD 1,180-1,240/t	~ -5% to +2%
Recycled Pulp (Unbleached)	CNY 3,200-3,600/t	USD 520-580/t	~ -3% to +5%

Source: Zhuochuang Information (June 2026); RISI/PPI Europe Price Index (May 2026); Argus Media pulp quotations

Trade & Macroeconomic Indicators

Romania's GDP growth was about 2.1% in 2025 and is expected to remain stable in 2026. Annual imports of paper and pulp-related products total about EUR 380 million. Under the EU single market framework, intra-EU pulp trade has zero tariffs, and pulp imports from countries such as Brazil and Chile enjoy preferential or zero tariff treatment.

Romania GDP growth (2025): 2.1% (World Bank data)

Annual pulp & paper imports: ~EUR 380 million

RON/EUR exchange rate (June 2026): ~4.97 RON/EUR

EU internal pulp trade tariff: 0% | Brazil/Chile FTA tariff: 0%

Source: World Bank (2025 data); National Bank of Romania (BNR, June 2026); EU Tariff Database (TARIC)

Risks & Opportunities

Key risks include: global shipping cost volatility (Red Sea situation impact), EUR/USD exchange rate fluctuation affecting import costs, and potential spillover of pulp demand due to a Chinese economic slowdown. Opportunities: Romania's papermaking capacity expansion plans will increase pulp import demand, there is significant room to improve domestic wastepaper recovery rates, and pulp trade facilitation under the upgraded China-Romania bilateral cooperation framework is worth monitoring.

⚠ Watch: Red Sea shipping surcharge volatility

Risk: Shipping surcharge increase▲ Suez Canal detour cost +15%

Risk: EUR/USD exchange rate fluctuation ±5% impacts import costs

Opportunity: Romania papermaking capacity expected to expand by 120,000 tonnes before 2027

Opportunity: Upgraded China-Romania economic cooperation agreement promotes trade facilitation

Source: Drewry Shipping Index (June 2026); InvestRomania; Ministry of Commerce of China (2026 Q1)

▯ Data Sources

Eurostat trade database (updated May 2026)

National Institute of Statistics of Romania (INS) industrial statistics (2025 annual / 2026 Q1)

General Administration of Customs of China import/export statistics (June 2026)

Zhuochuang Information Pulp Weekly/Monthly Report (3rd week of June 2026)

Longzhong Information pulp industry data (June 2026)

PPP (Pulp and Paper Products Council) global pulp statistics (2026 Q1)

Argus Media international pulp quotations (May 2026)

RISI/PPI Europe Price Index (May 2026)

Romanian Paper & Packaging Association (ROMPAP) (2026 Q1)

National Bank of Romania (BNR) exchange rate data (June 2026)

World Bank Romania GDP data (2025)

Drewry Global Shipping Index (June 2026)

InvestRomania industry report

Ministry of Commerce of China bilateral trade data (2026 Q1)

Ziarul Financiar (Romanian financial media, June 2026)