A study on the effect of technological advances on the future of quantity of production and consumption in the paper industry

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**Abstract:**
The printing industry has been affected by the great technological advances the world is witnessing. This has one way or another, led to a difference in the expected production percentages of publications in general, as well as the consumption and demand ratios. This had a direct impact on the paper industry. This also led to changing production trends, so this study examined the effect of these proportions locally and globally on the printing industry. It sought to present proposed solutions to achieve market growth and industry growth, according to global trends, and to benefit from this in the local market. The research aimed to reach through the use of different computational methods, quantitative analysis and standard modeling methods to production and consumption ratios and the extent of global and local demand for different paper products and the relationship of those proportions to global technological progress. As well as knowing the impact of this on the printing industry and providing proposed solutions to achieve growth in the industry and the market. And building forecasts of demand for paper in major regions of the world from 2005 to 2050. The method used in this research is the analytical descriptive approach. Through studying the reports and doing analytical and survey studies, the study concluded that the demand for health paper and packaging products will be much greater than printing and writing papers globally all over the world. As for regional variations in all types of products, it is estimated that the highest growth patterns are in Asia, Africa, South America, and Eastern Europe. It is estimated that Western Europe and North America face a slight decrease in paper product printing and an expected increase in demand for packaging products. Likewise, the potential root changes in China (due to stable population growth) and consumption patterns related to consumer aging in Western Europe and North America should be taken into account. Also, the demand for paper and packaging products has grown significantly, and Africa will constitute a major market for investments.

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