

EUWID Price Watch France

March 2026

| Prices in € per tonne free delivered unless otherwise stated | March 2026 | February 2026 | March 2025 |
|---|---------------|---------------|---------------|
| Fine paper | | | |
| Woodfree uncoated | | | |
| Copy paper 80 g A4 B grade | 860 - 950 | 860 - 950 | 950 - 1,060 |
| Copy paper 80 g A4 C grade | 800 - 890 | 800 - 890 | 900 - 1,010 |
| Offset sheets 80 g | 890 - 980 | 890 - 980 | 980 - 1,070 |
| Offset reels 80 g | 830 - 900 | 830 - 900 | 900 - 1,000 |
| Woodfree coated | | | |
| Sheets, double coated, 100 g | 910 - 990 | 910 - 990 | 980 - 1,080 |
| Reels, double coated, 100 g | 870 - 930 | 870 - 930 | 910 - 1,020 |
| Publication paper | | | |
| Standard newsprint 45 g | 580 - 610 | 580 - 610 | 600 - 630 |
| Standard newsprint 42 g | 590 - 620 | 590 - 620 | 610 - 640 |
| Improved newsprint ISO 68, 52 g | 620 - 650 | 620 - 650 | 650 - 680 |
| LWC offset 60 g | 760 - 790 | 760 - 790 | 770 - 830 |
| LWC rotogravure 60 g | 770 - 800 | 770 - 800 | 780 - 840 |
| SC offset 56 g (A) | 650 - 680 | 650 - 680 | 670 - 720 |
| SC rotogravure 56 g (A) | 650 - 680 | 650 - 680 | 670 - 720 |
| Corrugated case material | | | |
| Primary fibre corrugated case material | | | |
| Unbleached kraftliner 175 g+ | 750 - 850 | 750 - 850 | 780 - 870 |
| Semi-chemical fluting | 600 - 670 | 600 - 670 | 640 - 700 |
| White-top kraftliner 140 g | 860 - 970 | 860 - 970 | 840 - 990 |
| Recycled corrugated case material | | | |
| Recycled fluting 100 g | 570 - 645 | 570 - 605 | 640 - 665 |
| Recycled fluting 90 g | 580 - 660 | 580 - 620 | 650 - 680 |
| Testliner II | 590 - 670 | 590 - 630 | 660 - 690 |
| Testliner III | 580 - 655 | 580 - 615 | 650 - 675 |
| White-top testliner, grade B, 140 g | 680 - 740 | 680 - 740 | 720 - 790 |
| Cartonboard | | | |
| GD II | 800 - 930 | 800 - 930 | 810 - 940 |
| GC II | 1,100 - 1,260 | 1,100 - 1,260 | 1,140 - 1,330 |

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For newsprint, producers were targeting mark-ups of as much as €30/t and contracts were reportedly slated to be agreed with hikes of between €10-25/t. However, in light of the latest volatility in the energy markets and the resulting cost increases, producers are now reconsidering their positions. One producer said that deals signed early on would need to be renegotiated because of the changing cost situation. Other producers are less resolute and say they are satisfied with smaller price increases.

In the third week of March, price hike announcements in the market for SC paper were similar or slightly more modest than those in the newsprint segment, with increases of up to €25/t. Most SC contracts had not been signed yet.

The largest hikes have been announced in the LWC paper segment, where producers are aiming to lift prices by €40 and with some producers refusing to make concessions. As in the other segments, the only question here is how much prices will rise. Most

of the market participants surveyed expect that prices for publication paper will increase as of 1 April.

One producer had announced price hikes on very short notice to take effect in March, but customers refused to go along with this, citing their binding contractual agreements.

In response to the current energy and cost situation, the first producers have signalled that they will again use the instrument of energy costs surcharges. Given the expected volatility of energy prices, some paper producers believe this is the right way to manage cost developments. Moreover, several suppliers have already signalled plans to implement further price hikes as of the third quarter. Even without the energy crisis, prices are too low, argues one supplier.

Buyers counter that significant price hikes for publication papers could risk lowering demand for print products. Particularly in France, where retailers' print advertising plays a relatively large role, the past few years have shown that retailers tend to

rethink their advertising strategies when paper prices surge. This can result in adjustments and reductions in print adverts as part of advertising budgets.

Producers demand massive price hikes for all CCM grades

The price hikes originally envisaged for February were introduced in March by producers of brown recycled corrugated case material on the French market. However, unlike in neighbouring Germany, where the increases took effect at the beginning of the month, those in France were often applicable only as of 16 March. For the most part, increases of €40/t were implemented. Market insiders reported that in scattered instances the hikes would take effect only as of 1 April. The mark-ups apply exclusively for brown recycled corrugated case material, while prices for all other corrugated case material grades remained untouched in March.

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