

Analyzing the Market for Pulp & Paper Chemicals in the US

<https://marketpublishers.com/r/A7B2EAC437EEN.html>

Date: May 2012

Pages: 115

Price: US\$ 400.00 (Single User License)

ID: A7B2EAC437EEN

Abstracts

The global paper industry, already reeling under the onslaught of increasing substitution in publishing by Internet and in packaging by plastics, has been facing steady deterioration with the onset of the global economic downturn. Recycling has emerged as a major game changer in the paper industry and is impacting the demand for paper chemicals. Fillers and coating pigments are expected to account for the largest share of demand, largely due to the widespread use of calcium carbonate and clays.

Companies involved in paper and paperboard production contend with numerous regulations, including environmental standards that affect the product mix of chemicals used for processing and water management.

Pulp and paper chemicals have been segmented into eight major groups – Pulping & Deinking Chemicals, Bleaching Chemicals, Starches, Internal Sizing Agents, Surface Sizing Agents, Paper Coating Chemicals, Retention & Drainage Aids and Miscellaneous Chemicals. Fillers are widely used to reduce the amount of fibers needed in the papermaking process, thereby lowering costs as fibers are much more expensive than fillers.

BASF SE, Akzo Nobel NV, and Kemira Oyj are the biggest players in the US pulp and paper chemical industry. Pulp and paper chemical producers are focusing on providing pulp and paper mills with advanced products to help meet these higher standards for manufacturing and for creating paper products with environmentally-friendly profiles.

Aruvians Rsearch analyzes the Pulp & Paper Chemicals market in the US in its research offering Analyzing the Market for Pulp & Paper Chemicals in the US. The report is a complete analysis of the industry through the leading segments of bleaching

and deinking chemicals, fillers and coating pigments, pulping chemicals, and specialty additives.

The report analyzes the US market for pulp and paper chemicals through an industry overview, an analysis of the market demand, as well as an analysis of the market by different types of pulp and paper chemicals.

Industry trends across different types of segments are analyzed, followed by an analysis of the industry structure. Regulatory framework that has influenced the market significantly in recent years is also analyzed. Import/export of pigments is also looked at.

The industry's future perspective is looked at through a segment-wise market forecast as well as an industry outlook.

An analysis of the major market players such as BASF SE, Akzo Nobel, and others is carried out through a corporate profile, business segment analysis, financial analysis, industry presence, and a SWOT analysis, completing this comprehensive analysis of the Pulp and Paper Chemical Industry in the US.

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