

Analyzing the Market for Pulp & Paper Chemicals in the US

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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.

Contents

A. EXECUTIVE SUMMARY

B. MARKET FOR PULP & PAPER CHEMICALS IN THE US

- B.1 Paper & Paperboard Industry Overview
- B.2 Pulp & Paper Chemicals Industry Overview
- B.3 Market Demand
- B.4 Market for Bleaching & Deinking Chemicals
- B.5 Market for Fillers & Coating Pigments
- B.6 Market for Pulping Chemicals
- B.7 Market for Specialty Additives
- B.8 Industry Trends
- B.9 Industry Structure

C. INDUSTRY SEGMENTATION

- C.1 Overview
- C.2 Pulp & Paper Chemicals in the Paper Mill Sector
- C.3 Pulp & Paper Chemicals in the Paperboard Mill Sector
- C.4 Pulp & Paper Chemicals in the Pulp Mill & Deinking Plant Sector

D. INDUSTRY R&D

E. REGULATORY FRAMEWORK

F. PULP & PAPER CHEMICALS IN THE US: FUTURE PERSPECTIVE

- F.1 Industry Forecast
- F.2 Future of Bleaching & Deinking Chemicals
- F.3 Future of Fillers & Coating Pigments
- F.4 Future of Pulping Chemicals
- F.5 Future of Specialty Additives
- F.6 Forecast for the Paper Mill Sector
- F.7 Forecast for the Paperboard Mill Sector
- F.8 Forecast for the Pulp Mill & Deinking Plant Sector

G. LEADING INDUSTRY CONTRIBUTORS

G.1 Akzo Nobel

- G.1.1 Corporate Profile
- G.1.2 Business Segment Analysis
- G.1.3 Financial Analysis
- G.1.4 Industry Presence
- G.1.5 SWOT Analysis

G.2 BASF SE

- G.2.1 Corporate Profile
- G.2.2 Business Segment Analysis
- G.2.3 Financial Analysis
- G.2.4 Industry Presence
- G.2.5 SWOT Analysis

G.3 Kemira Oyj

- G.3.1 Corporate Profile
- G.3.2 Business Segment Analysis
- G.3.3 Financial Analysis
- G.3.4 Industry Presence
- G.3.5 SWOT Analysis

G.4 Ashland Inc

- G.4.1 Corporate Profile
- G.4.2 Business Segment Analysis
- G.4.3 Financial Analysis
- G.4.4 SWOT Analysis

G.5 The Dow Chemical Company

- G.5.1 Corporate Profile
- G.5.2 Business Segment Analysis
- G.5.3 Financial Analysis
- G.5.4 SWOT Analysis

G.6 DuPont

- G.6.1 Corporate Profile
- G.6.2 Business Segment Analysis
- G.6.3 Financial Analysis
- G.6.4 SWOT Analysis

G.7 J.M. Huber Corporation

- G.7.1 Corporate Profile
- G.7.2 Business Segment Analysis
- G.7.3 Financial Analysis
- G.7.4 SWOT Analysis

G.8 Imerys SA

G.9 Superior Plus Corporation

H. GLOSSARY OF TERMS

List Of Figures

LIST OF FIGURES

Figure 1: Production of Paper & Paperboard by Type (in Thousand Tons)

Figure 2: Demand Growth in the US Pulp & Paper Chemicals Industry (Million Tons), 2001-2011

Figure 3: Demand for Pulp & Paper Chemicals in the US, 2011

Figure 4: Demand for Pulp & Paper Chemicals in the US by Markets, 2011

List Of Tables

LIST OF TABLES

Table 1: Demand Growth in the US Pulp & Paper Chemicals Industry (Million Tons), 2001-2011

Table 2: Pulp & Paper Chemicals Industry Statistics

Table 3: Forecast of Pulp & Paper Chemicals Industry in the US (in thousand tons), 2011-2016

Table 4: Forecast of the Pulp & Paper Chemicals Industry in the US by Sector (in thousand tons), 2006-2011

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