

Global Printing and Writing Paper Market: Trends & Opportunities (2012-2017)

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Abstracts

Scope of the Report

The report titled “Global Printing and Writing Paper Market”: Trends & Opportunities (2012-2017)” offers an in-depth analysis of the global as well as regional printing and writing paper market. The report also analyzes the market sizing and future growth of printing and writing paper market of various regions in terms of volume. The key market challenges recognized by the analysts and the major trends of the printing and writing paper market are presented in the report. The report also assesses the competitive landscape of the global printing and writing paper companies and analyzes the business strategies of the leading firms, including their expansion plans.

Geographical Coverage

North America

Europe

Asia

South America

Company Coverage

Weyerhaeuser Company

International Paper Company

UPM-Kymmene Oyj

Suzano Papel e Celulose S.A

Domtar Corporation (UFS)

Executive Summary

Since 2007, the global production of printing and writing paper has reduced by 2.7%. The regions which consistently demonstrated decline in production and in turn consumption of printing and writing papers are North America, Europe and South America while Asia witnessed increased production. There is huge growth potential of printing and writing papers in Asia due to lower per capita consumption of paper compared with European and North American regions. Moreover, the governments in the countries of India, China and other Asian countries are also taking various initiatives to facilitate literacy rates. The decline in printing and writing paper consumption in North America and Europe is making deinking grades of paper less available in recycling streams, which is accelerating the cost of manufacturing paper from recovered papers. Lack of availability of recovered paper is affecting particularly tissue producers as they have to use more wood pulp in its place.

The printing and writing paper market is classified into uncoated free-sheet, coated papers and uncoated ground-free. Among the segments, only uncoated mechanical has shown positive growth and growth in the future is also anticipated to be positive. The market for coated papers will somehow manage to increase in the future but the production of uncoated free-sheet will decline.

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