

Global Specialty Cellulose Market: Trends & Opportunities (2012-2017)

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Abstracts

The unique physical and chemical properties of specialty cellulose make it a catalyst to enhance the performance of product in various applications. Produced from the naturally occurring cellulose in plants, specialty cellulose is used in wide variety of end applications such as production of textile, pharmaceuticals, LCD films, coating and various other FMCG products. It is mainly used in its derived form of ether, acetate, high strength viscose and nitrocellulose.

While the specialty cellulose industry is characterized by huge capital investment and technological advancements, potential opportunities in the market makes it a highly lucrative proposition. As a result, companies operating in this market opt for huge investments in innovation as well as expansion. For instance, Tembec, a leading player in the specialty cellulose market is making an investment of US\$190 million to upgrade its manufacturing facility at Quebec to increase its annual production of green electricity, reduce sulfur dioxide emissions and enhance its annual production capacity of specialty cellulose.

The report titled “Global Specialty Cellulose Market: Trends & Opportunities (2012-2017)” analyzes the worldwide growth of specialty cellulose. The report also analyzes the three major segments of the specialty cellulose market – Cellulose Acetate, Cellulose Ethers and High Strength Viscose. The end-market application of Cellulose Acetate, Cellulose Ethers and High Strength Viscose has been presented in the report.

Further, the report also assesses the key growth drivers and challenges faced by the global specialty cellulose market and the future growth of the industry. Michael Porter’s Five Forces Analysis has been done to highlight the various internal and external

factors influencing the Specialty cellulose industry. The report also profiles the key players - Rayoneir, Buckeye, Tembec, Sappi, and Borregaard and provides an insight to the business strategies followed by them.

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