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Global ASA Sizing Agent for Papermaking Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

https://marketpublishers.com/r/GB70CE8DDDF1EN.html
Date: August 2026
Pages: 136
Price: US$ 3,480.00 (Single User License)
ID: GB70CE8DDDF1EN

Abstracts

According to our (Global Info Research) latest study, the global ASA Sizing Agent for Papermaking market size was valued at US$ 318 million in 2025 and is forecast to a readjusted size of US$ 427 million by 2032 with a CAGR of 4.2% during review period.

In 2025, global ASA Sizing Agent for Papermaking production reached approximately 95 Kilotons, with a average price of 3,250 USD/Ton.

ASA Sizing Agent for Papermaking refers to a functional wet-end internal sizing chemical based on alkenyl or alkyl succinic anhydride as the active component, typically applied after emulsification, dispersion and stabilization. Its primary function is to create hydrophobic characteristics on pulp fibers, reducing the penetration rate of water, ink and liquid media into paper and paperboard. As a result, it improves water resistance, dimensional stability, printability, surface strength and converting performance. Compared with traditional rosin sizing and AKD sizing, ASA is valued for its fast reaction, rapid on-machine sizing development, compatibility with neutral to alkaline papermaking systems, and strong suitability for high-speed paper machines and packaging grades. It is widely used in containerboard, corrugating medium, folding boxboard, food packaging paper, liquid packaging board, fine paper and selected specialty paper grades. Beyond being a performance-enhancing additive, ASA sizing agent is becoming an enabling material for plastic-to-paper substitution, higher recycled fiber utilization and greener papermaking processes.

The gross margin of ASA sizing agents for papermaking generally falls within an estimated range of 18%?35%. High-end products supported by proprietary emulsification technology, stabilizer systems, strong technical service capability and

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large paper mill customer relationships may reach around 30%?40%, while more standardized or price-driven products often remain in the 12%?25% range. Upstream inputs include long-chain olefins, maleic anhydride, emulsifiers, cationic starch, polymer dispersants, stabilizers, defoamers and packaging materials. Cost structure is influenced by petrochemical feedstock prices, logistics radius and environmental compliance costs. Midstream suppliers usually operate through a model combining active ASA production or procurement, on-site or centralized emulsification, and technical application support. Product stability, particle-size control, retention efficiency, sizing performance and paper-machine adaptability are key factors behind customer stickiness. Downstream customers include producers of packaging paper, fine paper, folding boxboard, food paper, liquid packaging board and specialty paper. As the papermaking industry shifts from capacity expansion to quality, efficiency and sustainable substitution, the value of ASA sizing agents is moving from simple chemical supply toward integrated solutions that improve machine runnability, optimize dosage, stabilize paper quality and support regulatory compliance.

Market Development Opportunities & Main Driving Factors

The main growth opportunities for ASA sizing agents come from paper-based packaging upgrades, accelerated plastic-to-paper substitution and paper mills? need for cost and efficiency improvement. E-commerce, consumer goods, food and beverage, cold-chain logistics and takeaway packaging are driving higher requirements for water resistance, liquid holdout, printability and converting stability in containerboard, folding boxboard, food packaging paper and liquid packaging board. At the same time, brand owners and consumers are paying more attention to recyclable, degradable and low-plastic packaging, requiring paper-based materials to combine internal sizing, surface sizing and barrier coatings to achieve stronger performance. With fast reaction, good compatibility with neutral and alkaline systems, and visible on-machine performance, ASA helps paper producers balance higher recycled fiber usage, lower pulp consumption and stable paper quality. Therefore, its penetration in packaging grades and higher-value paper applications still has room to increase.

Market Challenges, Risks, & Restraints

Key challenges include raw material price volatility, high product stability requirements, long customer qualification cycles and the cyclical nature of the papermaking industry. ASA is sensitive to hydrolysis, and its performance depends heavily on emulsification quality, usage timing, pH control, retention systems and wet-end conditions. Poor application control may lead to lower sizing efficiency, deposits, foam, paper defects or

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higher dosage requirements. Large paper mills also have strong bargaining power, requiring chemical suppliers to provide on-site service, formulation adjustment and application diagnostics. Pure price competition is therefore difficult to sustain profitably. In addition, environmental regulation, food-contact compliance and customer expectations for low-carbon supply chains increase investment requirements in R&D, testing and quality management, raising technical, financial and customer-entry barriers for smaller suppliers.

Downstream Demand Trends

Future demand will shift from general water resistance toward high-performance, low-dosage, sustainable and application-specific solutions. Packaging paper will remain the most important demand source, especially containerboard, corrugating medium, folding boxboard, cupstock, foodservice packaging paper and molded fiber products. These applications require faster sizing, better resistance to hot water, lactic acid and ink penetration, and improved converting stability. Fine paper and office paper demand is relatively mature, but high-speed production, lower basis weight and higher recycled fiber content will continue to create process-optimization demand. Food packaging and plastic-to-paper applications will further promote the combined use of ASA with surface sizing agents, dry-strength additives, wet-strength resins, barrier coatings and online monitoring systems. Overall, market competition is expected to move from product-price competition to integrated capabilities in chemicals, process service and sustainable compliance. Leading suppliers are likely to strengthen market share through high-end customer relationships and localized production and service networks.

This report is a detailed and comprehensive analysis for global ASA Sizing Agent for Papermaking market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global ASA Sizing Agent for Papermaking market size and forecasts, in consumption value ($ Million), sales quantity (Kilotons), and average selling prices (US$/Ton), 2021-2032

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Global ASA Sizing Agent for Papermaking market size and forecasts by region and country, in consumption value ($ Million), sales quantity (Kilotons), and average selling prices (US$/Ton), 2021-2032

Global ASA Sizing Agent for Papermaking market size and forecasts, by Type and by Application, in consumption value ($ Million), sales quantity (Kilotons), and average selling prices (US$/Ton), 2021-2032

Global ASA Sizing Agent for Papermaking market shares of main players, shipments in revenue ($ Million), sales quantity (Kilotons), and ASP (US$/Ton), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for ASA Sizing Agent for Papermaking

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global ASA Sizing Agent for Papermaking market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Kemira, Solenis, Aurorium, Mare, Dixie Chemical, Buckman, CHEMIPAZ, AXCHEM Group, Aries Chemical, IVAX Paper Chemicals, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

ASA Sizing Agent for Papermaking market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

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Market segment by Type

- C16
- C18
- C16 and C18 Mixtures
- Others

Market segment by Source

- Fossil-based
- Biobased

Market segment by Application

- Packaging Paper
- Printing Paper
- Others

Major players covered

- Kemira
- Solenis
- Aurorium
- Mare
- Dixie Chemical

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Buckman

CHEMIPAZ

AXCHEM Group

Aries Chemical

IVAX Paper Chemicals

Anmol Polymers

Guangdong Huajinda New Material

Shandong Guorun New Material

Jiangsu Feymer Technology

Hubei Jiayun Chemical

Jinhao New Material

China Soft Technology

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

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The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe ASA Sizing Agent for Papermaking product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of ASA Sizing Agent for Papermaking, with price, sales quantity, revenue, and global market share of ASA Sizing Agent for Papermaking from 2021 to 2026.

Chapter 3, the ASA Sizing Agent for Papermaking competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the ASA Sizing Agent for Papermaking breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026.and ASA Sizing Agent for Papermaking market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of ASA Sizing Agent for Papermaking.

Chapter 14 and 15, to describe ASA Sizing Agent for Papermaking sales channel, distributors, customers, research findings and conclusion.

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