

Global Paper Surface Strength Enhancer Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G3934859A70EEN.html>

Date: February 2026

Pages: 161

Price: US\$ 4,480.00 (Single User License)

ID: G3934859A70EEN

Abstracts

The global Paper Surface Strength Enhancer market size is expected to reach \$ 1044 million by 2032, rising at a market growth of 7.8% CAGR during the forecast period (2026-2032).

Paper surface strength enhancers are functional papermaking chemicals used to improve the surface adhesion and peel resistance of paper. Their main function is to strengthen the bond strength between fibers and between fibers and fillers on the paper surface, thereby reducing problems such as dusting, linting, and printing fuzz. These additives are commonly used in sizing, surface sizing, or coating processes. Common components include oxidized starch, modified starch, polyvinyl alcohol (PVA), surface-sizing polyacrylamide (PAM), and their composite systems. Paper surface strength enhancers are widely used in the production of cultural paper, packaging paper, and printing paper, and are one of the key functional additives for improving printability, surface abrasion resistance, and finished product quality stability. Sales volume in 2025 was 450,000 tons, with an average price of US\$1,250 per ton. Total capacity was 500,000 tons, with a gross profit margin of 44%.

With the development of printing processes towards higher speeds and greater precision, and the increasing trend towards lighter paper and higher filler content, problems such as dusting, fuzzing, and smudging caused by insufficient paper surface strength are becoming more prominent. To reduce raw material costs (by reducing long fibers and increasing filler ratios) while maintaining printability, paper manufacturers are increasingly relying on paper surface strength enhancers. Especially in the fields of cultural paper, coated paper, digital printing paper, and high-end packaging paper, surface strength has shifted from a 'quality bonus' to an 'entry-level indicator,' making these additives subject to strong, inelastic demand.

Current market competition is shifting from a single product price to a comprehensive competition of 'formulation compatibility + process synergy.' On the one hand, blends of

modified starch, PVA, and PAM are gradually becoming mainstream to balance surface strength, sizing stability, and cost control. On the other hand, differences in paper machine speeds, sizing methods (film transfer/spraying/impregnation), and filler systems are driving the customization of paper surface strength enhancers. In the future, suppliers capable of providing 'auxiliaries + process parameter optimization + online quality stabilization solutions' will occupy a more advantageous position in the mid-to-high-end paper chemicals market.

This report studies the global Paper Surface Strength Enhancer production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Paper Surface Strength Enhancer and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Paper Surface Strength Enhancer that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Paper Surface Strength Enhancer total production and demand, 2021-2032, (Tons)

Global Paper Surface Strength Enhancer total production value, 2021-2032, (USD Million)

Global Paper Surface Strength Enhancer production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Paper Surface Strength Enhancer consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Paper Surface Strength Enhancer domestic production, consumption, key domestic manufacturers and share

Global Paper Surface Strength Enhancer production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Paper Surface Strength Enhancer production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Paper Surface Strength Enhancer production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Paper Surface Strength Enhancer market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Seiko PMC, Kemira, BASF, Harima Chemicals, Asahi Kasei, Solenis, Kurita, Arakawa Chemical Industries, Ltd., Ecolab, Borregaard, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Paper Surface Strength Enhancer market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Paper Surface Strength Enhancer Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Paper Surface Strength Enhancer Market, Segmentation by Type:

Wet Strength Agent

Dry Strength Agent

Global Paper Surface Strength Enhancer Market, Segmentation by Addition Point:

Wet-end Strength Agents

Surface Sizing Strength Agents

Global Paper Surface Strength Enhancer Market, Segmentation by Chemical Composition:

Cationic Starch

Anionic Starch

Global Paper Surface Strength Enhancer Market, Segmentation by Application:

Paper

Paper Board

Others

Companies Profiled:

Seiko PMC

Kemira

BASF

Harima Chemicals

Asahi Kasei

Solenis

Kurita

Arakawa Chemical Industries, Ltd.

Ecolab

Borregaard

Jiangsu Sanrui

Shandong Nuoer Biological Technology Co., Ltd.

Axchem Korea

Mare Austria GmbH

OCHS Chemical

ITOCHU CHEMICAL FRONTIER Corporation

Chang Chun Group

Korfez Kimya

Delamine

Akkim Kimya

Chengming Chemical

Aurora Specialty Chemistries

Orient Packagings Limited (OPL)

Adhesion Group of Industries

Key Questions Answered:

1. How big is the global Paper Surface Strength Enhancer market?
2. What is the demand of the global Paper Surface Strength Enhancer market?
3. What is the year over year growth of the global Paper Surface Strength Enhancer market?
4. What is the production and production value of the global Paper Surface Strength Enhancer market?
5. Who are the key producers in the global Paper Surface Strength Enhancer market?

6. What are the growth factors driving the market demand?

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