

# **The World Market for Coated Paper and Paperboard Used for Writing and Printing with Less Than 150 G/m2 and 10% By Weight of Fiber By Mechanical Process, In Rolls or Sheets: A 2021 Global Trade Perspective**

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## **Abstracts**

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for coated paper and paperboard used for writing and printing with less than 150 g/m2 and 10% by weight of fiber by mechanical process, in rolls or sheets. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. I have developed a methodology, based on macroeconomic and trade models, to estimate the market for coated paper and paperboard used for writing and printing with less than 150 g/m2 and 10% by weight of fiber by mechanical process, in rolls or sheets for those countries serving the world market via exports or supplying from various countries via imports. I do so for the current year based on a variety of key historical indicators and econometric models.

On the demand side, exporters and strategic planners approaching the world market face a number of questions. Which countries are supplying coated paper and paperboard used for writing and printing with less than 150 g/m2 and 10% by weight of fiber by mechanical process, in rolls or sheets? What is the dollar value of these imports? How much do the imports of coated paper and paperboard used for writing and printing with less than 150 g/m2 and 10% by weight of fiber by mechanical process, in rolls or sheets vary from one country to another? Do exporters serving the world market have similar market shares across the importing countries? Which countries supply the most exports of coated paper and paperboard used for writing and printing

with less than 150 g/m<sup>2</sup> and 10% by weight of fiber by mechanical process, in rolls or sheets? Which countries are buying their exports? What is the value of these exports and which countries are the largest buyers?

In what follows, Chapter 2 begins by summarizing the regional markets for imported and exported coated paper and paperboard used for writing and printing with less than 150 g/m<sup>2</sup> and 10% by weight of fiber by mechanical process, in rolls or sheets. The total level of imports and exports on a worldwide basis, and those for each region, is based on a model which aggregates across over 150 key country markets and projects these to the current year. From there, each country represents a percent of the world market. This market is served from a number of competitive countries of origin. Based on both demand- and supply-side dynamics, market shares by country of origin are then calculated across each country market destination. These shares lead to a volume of import and export values for each country and are aggregated to regional and world totals. In doing so, we are able to obtain maximum likelihood estimates of both the value of each market and the shares that countries are likely to receive this year. From these figures, rankings are calculated to allow managers to prioritize markets. In this way, all the figures provided in this report are forecasts that can be combined with internal information for strategic planning purposes.

After the worldwide summary in Chapter 2 of both imports and exports, Chapter 3 details the exports of coated paper and paperboard used for writing and printing with less than 150 g/m<sup>2</sup> and 10% by weight of fiber by mechanical process, in rolls or sheets, for each individual country. Chapter 4 does the same, but for imports of coated paper and paperboard used for writing and printing with less than 150 g/m<sup>2</sup> and 10% by weight of fiber by mechanical process, in rolls or sheets for all countries in the world. In all cases, the total dollar volume and percentage share values by major trading partner are provided. Combined, Chapters 3 and 4 present the complete picture for imports and exports of coated paper and paperboard used for writing and printing with less than 150 g/m<sup>2</sup> and 10% by weight of fiber by mechanical process, in rolls or sheets to and from all major countries in the world. Of the 150 countries considered, if a country is not reported here, it is therefore estimated to have only a negligible level of trade in coated paper and paperboard used for writing and printing with less than 150 g/m<sup>2</sup> and 10% by weight of fiber by mechanical process, in rolls or sheets (i.e. their market shares are close or equal to zero percent). 'Coated Paper and Paperboard Used for Writing and Printing with Less Than 150 G/m<sup>2</sup> and 10% By Weight of Fiber By Mechanical Process, In Rolls or Sheets' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that

defines 'coated paper and paperboard used for writing and printing with less than 150 g/m<sup>2</sup> and 10% by weight of fiber by mechanical process, in rolls or sheets' is 64132.

**Important Caveat:** The figures should be seen as market estimates, as opposed to historical records, as these are forecasted for the current year of trade. More importantly, in light of the fact that unforeseeable factors might interrupt markets in achieving their reported levels, the figures should be seen as estimates of potential. For example, 'mad cow' disease, foot-and-mouth disease, trade embargoes, labor disputes, military conflicts, acts of terrorism, and other events will certainly affect the actual trade flows recorded for a variety of industry or product categories. In such cases, the difference between the numbers given in this report and the numbers actually observed might be interpreted as the 'net loss' or 'net gain' due to these exogenous events affecting regular trade flows that would have occurred had these events not have taken place.

**Related Reports:** This report was created for the market for coated paper and paperboard used for writing and printing with less than 150 g/m<sup>2</sup> and 10% by weight of fiber by mechanical process, in rolls or sheets. Closely related reports published by ICON Group include the following:

The World Market for Carbon Paper, Self-Copy, and Other Copying or Transfer Papers in Rolls over 36 cm Wide or in Rectangular Sheets Measuring over 36 cm in One Dimension: A 2021 Global Trade Perspective

The World Market for Coated Paper and Paperboard Used for Writing and Printing with over 10% by Weight of Fiber Obtained by Mechanical Process, in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Coated, Impregnated, or Bleached Paper and Paperboard Weighing over 150 G/M<sup>2</sup> in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Coated, Impregnated, or Bleached Kraft Paper and Paperboard with over 95% by Weight of Wood Fiber Obtained by Chemical Process and Not Exceeding 150 G/M<sup>2</sup> in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Coated, Impregnated, or Bleached Kraft Paper and Paperboard with over 95% by Weight of Wood Fiber Obtained by Chemical Process and over 150 G/M<sup>2</sup> in Rolls or Sheets: A 2021 Global Trade

## Perspective

The World Market for Corrugated Paper and Paperboard in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Corrugated, Creped, Crinkled, Embossed or Perforated Paper and Paperboard in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Creped or Crinkled Kraft Sack Paper in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Gummed, Adhesive, or Self-Adhesive Paper and Paperboard in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Handmade Paper and Paperboard: A 2021 Global Trade Perspective

The World Market for Newsprint in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Paper and Paperboard Internally Laminated with Bitumen, Tar, or Asphalt in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Paper Pulp Filter Blocks, Slabs, and Plates: A 2021 Global Trade Perspective

The World Market for Rolls and Sheets of Paper and Paperboard: A 2021 Global Trade Perspective

The World Market for Tarred, Bituminized, or Asphalted Paper and Paperboard in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Toilet or Facial Tissue Paper Stock and Towel or Napkin Stock: A 2021 Global Trade Perspective

The World Market for Uncoated Carbonizing Base Paper in Rolls or Sheets: A 2021 Global Trade Perspective

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The World Market for Uncoated Paper and Paperboard Used As a Base for Photo-Sensitive, Heat-Sensitive, or Electro-Sensitive Paper or Paperboard in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Uncoated Semichemical Fluting Paper in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Uncoated Sulfite Wrapping Paper in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Uncoated Wallpaper Base in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Vegetable Parchment, Greaseproof Papers, Tracing Papers, and Glassine or Other Glazed Transparent or Translucent Papers in Rolls or Sheets: A 2021 Global Trade Perspective

The World Market for Wallpaper, Wall Coverings, and Paper Window Transparencies in Rolls or Sheets: A 2021 Global Trade Perspective

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