

# Paper Coating Materials Market - Forecasts from 2020 to 2025

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## Abstracts

The global paper coating material market is projected to grow at a CAGR of 3.13% to reach US\$2.302 billion by 2025 from US\$1.914 billion in 2019.

The material that is used to apply a base coat on different types and grades of paper in order to improve their technical and physical properties such as brightness, smoothness, and glossiness among others are called paper coating materials. The popularity of paper coating material is increasing in different industries including the paper industry in order to provide better quality paper to different end-users and consumers, which do not get deteriorated easily and are able to retain and show properties such as better ink binding and anti-blister properties. In addition, there are rising concerns among the different end-users for deploying eco-friendly and sustainable packaging solutions for their premium and perishable products, which is also being supported by the rising penetration and popularity of e-retail and e-commerce channels. These services are being used by the population to purchase different products such as consumer electronics, cosmetics, and personal care among others. Therefore, these factors are leading to the faster adoption of paper coating products and chemicals and are playing a role in augmenting the market growth over the forecast period.

Product offerings by major market players in the paper coating material market

The market players are highly active in the market by offering and making available a variety of paper coating material enhanced and advanced flavors and textures in order to cater to the rising demands from different distribution channels. This in turn is helping them improve their market position and they are contributing to the market growth over the forecast period.

Some of the examples of product launches and offerings are as follows:

Eastman Chemical Company, which is involved in the manufacture and sale of different types of chemicals for various end-user industries offers paper coating chemicals and compounds also .some of the products include, Abalyn - D-E Methyl Ester of Rosin among other products. This product is an amber-colored, near-neutral tacky and viscous fluid. In addition, it is resinous with a high refractive index, thus, its variety of physical properties makes it usable I applications such as adjuvants, adhesives, and sealants, bookbinding applications paper coating as labels on food and beverage packets and fil modification among other applications.

The Asia Pacific regions are estimated to hold a noteworthy market share and show modest growth throughout the forecast period owing to the rising number of construction actives and the requirement of corrugated boxes for packaging purposes by the consumer electronics industry.

The Asia Pacific region is estimated to hold a noteworthy share and show modest growth over the forecast period. This is attributed to the fact that there is ring demand from the different industries for applications such as paint additives and paper coatings owing to rising construction activities and the building residential areas due to the rising population in countries such as India and China. Moreover, the well-established

consumer electronics industry in China is increasing its production due to the rising demand for electronic devices among other products, being facilitated by the rising disposable income of the low income and the middle-income population. These factors are also leading to an increase in the demand for paper coating for corrugated paper boxes for packaging purposes.

#### Segmentation:

##### By Product

Kaolin Clay

Titanium dioxide

Calcium carbonate

Ground Calcium Carbonate

Precipitated Calcium Carbonate

Starch

Others

##### By Coating Method

One Side

Both Sides

##### By Geography

North America

USA

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific

China

Japan

South Korea

India

Others

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