

# 2018-2023 Global Book Paper Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Book Paper market for 2018-2023.

A book paper (or publishing paper) is a paper that is designed for the publication of printed books, magazines and so on. Traditionally, book papers are off-white or low-white papers (easier to read), are opaque to minimise the show-through of text from one side of the page to the other, and are (usually) made to tighter caliper or thickness specifications, particularly for case-bound books. Typically, books papers are light-weight papers 60 to 90 g/m<sup>2</sup> and often specified by their caliper/substance ratios (volume basis). For example, a bulky 80 g/m<sup>2</sup> paper may have a caliper of 120 micrometres (0.12 mm) which would be Volume 15 (120×10/80), whereas a low bulk 80 g/m<sup>2</sup> may have a caliper of 88 micrometres, giving a volume 11. This volume basis then allows the calculation of a book's PPI (printed pages per inch), which is an important factor for the design of book jackets and the binding of the finished book.

The market for Book Paper is highly fragmented with players such as International Paper, UPM-Kymmene, Asia Pulp and Paper, Svenska Cellulosa Aktiebolaget, Stora Enso, Oji Paper, Nippon Paper Group, Norske Skog, Nine Dragons Paper, Chenming Paper, Sun Paper Group, Huatai Paper, Glatfelter, Shandong Tranlin, Dahe Paper, Guangzhou Paper, Xinya Paper Group and so on.

The industry is expected to remain innovation-led, with occasionally acquisitions and strategic alliances adopted as the key strategies by the players to increase their industry presence. Market stays in mature period with a clear concentration. There hardly to

have obvious technology breakthrough except deeper system function integration. Meanwhile, optimize product mix and further develop value-added capabilities to maximize margins.

Manufacturers can take advantage of this situation by reinforcing their production units and supply-chains to avoid any delay in production turn-around-times (TAT) and supply-lead-times.

Price in US and EU is much higher than that of China and other developing countries due to their high quality and powerful functionalities. Developing countries such as China and India is more likely to attract more investment opportunity for their potential demand.

The Asia Pacific region is estimated to be the key market over the forecast period, owing to the increasing demand for Book Paper in countries such as China, India, and Japan. The availability of low-cost Book Paper from regional manufacturers is impacting the growth of the market positively. Additionally, the availability of affordable Book Paper manufactured by leading players in order to remain competitive has also bolstered the market growth in this region.

Significant and lasting barriers make entry into this market difficult. These barriers include, but are not limited to: (i) product development costs; (ii) capital requirements; (iii) intellectual property rights; (iv) regulatory requirement; and (v) Transitions' unfair methods of competition.

Despite the presence of competition problems, due to the global recovery trend is clear, investors are still optimistic about this area, the future will still have more new investment enter the field. Even so, the market is intensely competitive. The study group recommends the new entrants just having money but without technical advantage and upstream and downstream support do not enter into this field.

Over the next five years, LPI(LP Information) projects that Book Paper will register a 2.8% CAGR in terms of revenue, reach US\$ 77000 million by 2023, from US\$ 65300 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Book Paper market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Uncoated Offset Paper

Coated Paper

Others

Segmentation by application:

Printing Books

Magazines

Advertising Matter

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key

manufacturers covered in this report:

International Paper

UPM-Kymmene

Asia Pulp and Paper

Svenska Cellulosa Aktiebolaget

Stora Enso

Oji Paper

Nippon Paper Group

Norske Skog

Nine Dragons Paper

Chenming Paper

Sun Paper Group

Huatai Paper

Glatfelter

Shandong Tranlin

Dahe Paper

Guangzhou Paper

Xinya Paper Group

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market

as a whole. It also analyzes key emerging trends and their impact on present and future development.

### Research objectives

To study and analyze the global Book Paper consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Book Paper market by identifying its various subsegments.

Focuses on the key global Book Paper manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Book Paper with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Book Paper submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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