

Top Five Global Paper and Packaging Companies: Performance, Strategies, and Competitive Analysis, December 2012

<https://marketpublishers.com/r/TA910138B5DEN.html>

Date: December 2012

Pages: 0

Price: US\$ 1,980.00 (Single User License)

ID: TA910138B5DEN

Abstracts

Fragmentation of the paper and packaging market, competitive landscape, and corporate and marketing strategies adopted by the paper and packaging companies are factors that have significantly influenced industry dynamics. The market reached estimated revenue of \$363 billion in 2011 with 5.2% CAGR during 2007-2011. The industry is expected to reach \$463.4 billion in 2017, growing at a 4.2% CAGR.

Lucintel, a leading global management consulting and market research firm, has analyzed the top five global paper and packaging companies and offers its findings in a comprehensive research report, "Top Five Global Paper and Packaging Companies: Performance, Strategies, and Competitive Analysis." The competitive landscape of the paper and packaging market has fluctuated over the last five years and affected the top five companies. The paper and packaging industry is highly fragmented and includes segments such as paper, sanitary and household, paperboard and packaging, and industrial applications. The Asia Pacific (APAC) region dominates the industry and represents 39% of the global market. A combination of factors such as demographics, economic conditions, and environmental regulations influences market dynamics significantly.

Lucintel found that the market size or revenue, average operating profit, average net profit, and annual growth rate are some of the driving forces of these companies. Buyers' power, the degree of competition, threats from new entrants, and the prevalence of substitutes also affect this market. The following are the top five companies of the global paper and packaging market that are profiled in the report:

Kimberly-Clark Corporation

International Papers

Svenska Cellulosa AB SCA

Oji Paper Company Limited

Nippon Paper Group Incorporated

This discussion includes a comparative analysis of the subject companies along with their respective company overviews, geographic footprints, financial metrics, market definitions and scope, industry performance, market strategies, corporate cultures, business structure, and SWOT analysis.

The data and analysis found in this report can be utilized for a variety of functional business reasons, including business development, strategic planning, determination of market size and trends, competitive analysis, investment decisions, and joint product development.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global paper and packaging companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

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