

# **Top Five Global Pulp and Paper Chemical Companies: Performance, Strategies and Competitive Analysis, December 2012**

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## **Abstracts**

The pulp and paper chemical industry is a highly diverse and growing global market. The global industry is forecast to reach an estimated US \$38.98 billion by 2017, with a CAGR of 3.3%. The various companies involved with this industry have embraced innovations to offer sustainable products against the megatrends such as population growth and scarcity of resources.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the leading global pulp and paper chemical companies and presents its findings in “Top Five Global Pulp and Paper Chemical Companies 2012-2017: Trend, Profit and Forecast Analysis.” This report briefly discusses the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies, and SWOT analysis.

Lucintel's report focuses on the various challenges that the industry faces regionally and worldwide. Legal regulations and the sudden unfolding of events, such as natural disasters (in Japan and Thailand) and suspension of crude oil operation in Libya have far-reaching negative impacts on the industry. The economic slowdown in Europe due to the eurozone debt crises will create challenges throughout the industry for the next few years as significant industry revenue comes from Europe.

Lucintel gives a concise overview of the major drivers of the industry. Rapid growth of population demands new sustainable solution that will direct company to the production of new product. Strong financial position indicates strong liquidity and credit ratings provide excellent access to the capital markets.

The report briefly describes the top five pulp and paper chemical manufacturing companies:

BASF

DuPont

AkzoNobel

Kemira

Imerys

The study also highlights the income level, advertiser spending, technological changes, and governmental regulations that highly impact the industry dynamics.

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 pulp and paper chemical 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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