

Coated Paper Market by Coating Material (GCC, PCC, Kaolin Clay, SB Latex, Starch, Talc, Wax), Type (Coated Fine, Standard Coated Fine, Coated Groundwood, Low Coat Weight), Application (Packaging, Printing, Labels) - Global Forecast to 2021

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Abstracts

“Increased use of coated paper in packaging applications is driving the coated paper market”

The global coated paper market is projected to reach USD 7.18 billion by 2021, at a CAGR of 3.2% from 2016 to 2021. Increasing demand for eco-friendly coated paper due to stringent regulations on use of plastics in the packaging application is the major factor driving the coated paper market. Packaging producers across the globe are focusing on the use of bio-degradable paper to meet environmental regulations in packaging applications. Coated paper finds application in food, pharmaceutical, and cosmetics packaging respectively. It is used in high-end printing applications, owing to its brightness and textural characteristics. Increased use of electronic media in the advertisement and promotional industry is a challenge, which could hinder the growth of the coated paper market.

“Packaging is the fastest growing application segment of the coated paper market”

Coated paper in packaging is used in numerous applications such as food packaging, pharmaceutical packaging, and cosmetic packaging. Several packaging product manufacturers use coated paper, owing to its bio-degradability, thermal stability, mechanical flexibility, and moisture-proof properties. Coated paper is a food-grade product, which replaces plastic packaging in packaging applications. The rising demand for coated paper for eco-friendly and bio-degradable packaging applications such as

food, pharmaceutical, and cosmetic packaging is expected to propel the demand for coated paper globally.

“Asia-Pacific is expected to lead the coated paper market during the forecast period”

The Asia-Pacific is expected to lead the coated paper market during the forecast period. The demand for coated paper from various industries such as printing, packaging, and business communication, among others, in the APAC region is expected to increase. China is the major consumer of coated paper in Asia-Pacific. The main reasons for the growing demand for paper coating materials in emerging markets are population growth and improving living standards. Europe is the second-largest market for coated paper after Asia-Pacific. Europe faces dynamic consumer needs with respect to the increasing use of electronic media, which affects the paper industry in the region.

This study was validated through primary interviews conducted with various industry experts globally. These primary sources were divided into three categories, namely, company, designation, and region.

By Company Type- Tier 1- 60%, Tier 2- 30% and Tier 3- 10%

By Designation- C Level- 40%, Director Level- 30%, Others- 30%

By Region- North America- 10%, Asia-Pacific- 50%, Western Europe- 20%, and Middle East & Africa- 20%

The report also includes company profiles and competitive strategies adopted by major market players such as Oji Holdings Corporation (Japan), Nippon Paper Industries Co., Ltd. (Japan), Stora Enso Oyj (Finland), Sappi limited (South Africa), Asia Pulp & Paper (Indonesia), UPM (Finland), Verso Corporation (U.S.), Resolute Forest Products (Canada), Packaging Corporation of America (U.S.), and Dunn Paper Company (U.S.).

Research Coverage:

The report covers the coated paper market across different applications and regions. It aims at estimating the market size and future growth potential of this market across different segments such as type, application, and region. Furthermore, the report also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, SWOT analysis, recent developments, and key market

strategies. The report will help the market leaders/new entrants in this market by providing them the closest approximations of the revenues for the coated paper market.

Reasons to buy this report:

From an insight perspective, this research report has focused on various levels of analyses — industry analysis (industry trends), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss basic views on competitive landscape, emerging and high-growth segments of the coated paper market, high-growth regions, and market drivers, restraints, and opportunities.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on coated paper offered by the top players in the coated paper market

Product Development/Innovation: Detailed insights on upcoming technologies, R&D activities, and new product launches in the coated paper market

Market Development: Comprehensive information about lucrative markets – the report analyzes the markets for coated paper across regions

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the coated paper market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the coated paper market

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primary interviews
- 2.2 MARKET SIZE ESTIMATION
- 2.3 DATA TRIANGULATION
 - 2.3.1 RESEARCH ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN COATED PAPER MARKET
- 4.2 COATED PAPER MARKET GROWTH, BY APPLICATION
- 4.3 COATED PAPER MARKET SHARE, BY REGION AND TYPE
- 4.4 COATED PAPER MARKET ATTRACTIVENESS

5 MARKET OVERVIEW

- 5.1 INTRODUCTION
- 5.2 MARKET SEGMENTATION
 - 5.2.1 BY COATING MATERIAL

5.2.2 BY TYPE

5.2.3 BY APPLICATION

5.2.4 BY REGION

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Development of customized grades according to applications

5.3.1.2 New emerging markets

5.3.2 RESTRAINTS

5.3.2.1 Growing electronic media industry

5.3.3 OPPORTUNITIES

5.3.3.1 Expansion opportunities in developing countries

5.3.4 CHALLENGES

5.3.4.1 Recycling of coated paper

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

6.2.1 RAW MATERIAL SUPPLIERS

6.2.2 COATED PAPER PRODUCERS

6.2.3 APPLICATIONS

6.3 PORTER'S FIVE FORCES ANALYSIS

6.4 BARGAINING POWER OF SUPPLIERS

6.5 THREAT OF NEW ENTRANTS

6.6 THREAT OF SUBSTITUTES

6.7 BARGAINING POWER OF BUYERS

6.8 INTENSITY OF COMPETITIVE RIVALRY

7 COATED PAPER MARKET, BY COATING MATERIAL

7.1 INTRODUCTION

7.2 MARKET SIZE & FORECAST

7.3 GROUNDED CALCIUM CARBONATE

7.4 PRECIPITATED CALCIUM CARBONATE

7.5 KAOLIN CLAY

7.6 TALC

7.7 STARCH

7.8 SB LATEX

7.9 TITANIUM DIOXIDE

7.10 WAX

7.11 OTHERS

8 COATED PAPER MARKET, BY TYPE

8.1 INTRODUCTION

8.2 REVENUE POCKET MATRIX, BY TYPE

8.3 STANDARD COATED FINE PAPER

8.4 LOW COAT WEIGHT PAPER

8.5 ART PAPER

8.6 COATED FINE PAPER

8.7 COATED GROUNDWOOD PAPER

8.8 OTHERS

9 COATED PAPER MARKET, BY APPLICATION

9.1 INTRODUCTION

9.2 MARKET SIZE & FORECAST

9.3 PRINTING

9.4 PACKAGING

9.5 BUSINESS COMMUNICATION

9.6 LABELS

9.7 OTHERS

10 COATED PAPER MARKET, BY REGION

10.2 INTRODUCTION

10.3 ASIA-PACIFIC

10.3.1 CHINA

10.3.2 INDIA

10.3.3 JAPAN

10.3.4 SOUTH KOREA

10.3.5 INDONESIA

10.3.6 REST OF ASIA-PACIFIC

10.4 NORTH AMERICA

10.4.1 U.S.

10.4.2 CANADA

10.4.3 MEXICO

10.5 EUROPE

10.6 SOUTH AMERICA

10.6.1 BRAZIL

10.6.2 ARGENTINA

10.6.3 REST OF SOUTH AMERICA

10.7 MIDDLE EAST & AFRICA

10.7.1 SAUDI ARABIA

10.7.2 UAE

10.7.3 REST OF MIDDLE EAST & AFRICA

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 EXPANSION: THE MOST POPULAR GROWTH STRATEGY

11.3 MARKET SHARE ANALYSIS

11.3.1 NIPPON PAPER INDUSTRIES LEADS THE COATED PAPER MARKET GLOBALLY

11.4 COMPETITIVE SITUATION AND TRENDS

11.4.1 EXPANSIONS

11.4.2 NEW PRODUCT DEVELOPMENTS

11.4.3 MERGERS & ACQUISITIONS

11.4.4 JOINT VENTURES & PARTNERSHIPS

12 COMPANY PROFILES

(Overview, Financial*, Products & Services, Strategy, and Developments)

12.1 OJI HOLDINGS CORPORATION

12.2 NIPPON PAPER INDUSTRIES CO., LTD.

12.3 STORA ENSO OYJ

12.4 SAPPI LIMITED

12.5 ASIA PULP & PAPER

12.6 VERSO CORPORATION

12.7 UPM

12.8 RESOLUTE FOREST PRODUCTS

12.9 PACKAGING CORPORATION OF AMERICA

12.10 DUNN PAPER COMPANY

*Details might not be captured in case of unlisted companies.

13 APPENDIX

13.1 INSIGHTS FROM INDUSTRY EXPERTS

13.2 DISCUSSION GUIDE

13.3 KNOWLEDGE STORE: MARKETSandMARKETS SUBSCRIPTION PORTAL

13.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

13.5 AVAILABLE CUSTOMIZATIONS

13.6 RELATED REPORTS

13.7 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

Table 1 COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 2 COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (KILOTON)

Table 3 GCC MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 4 GCC MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 5 PCC MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 6 PCC MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 7 KAOLIN CLAY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 8 KAOLIN CLAY MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 9 TALC MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 10 TALC MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 11 STARCH MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 12 STARCH MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 13 SB LATEX MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 14 SB LATEX MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 15 TIO2 MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 16 TIO2 MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 17 WAX MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 18 WAX MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 19 OTHERS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 20 OTHERS MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 21 COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 22 COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (KILOTON)

Table 23 STANDARD COATED FINE PAPER MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 24 STANDARD COATED FINE PAPER MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 25 LOW COAT WEIGHT PAPER MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 26 LOW COAT WEIGHT PAPER MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 27 ART PAPER MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 28 ART PAPER MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 29 COATED FINE PAPER MARKET SIZE, BY REGION, 2014–2021 (USD

MILLION)

Table 30 COATED FINE PAPER MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 31 COATED GROUNDWOOD PAPER MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 32 COATED GROUNDWOOD PAPER MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 33 OTHERS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 34 OTHERS MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 35 COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 36 COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTON)

Table 37 COATED PAPER MARKET SIZE IN PRINTING APPLICATION, BY REGION, 2014–2021 (USD MILLION)

Table 38 COATED PAPER MARKET SIZE IN PRINTING, BY REGION, 2014–2021 (KILOTON)

Table 39 COATED PAPER MARKET SIZE IN PACKAGING APPLICATION, BY REGION, 2014–2021 (USD MILLION)

Table 40 COATED PAPER MARKET SIZE IN PACKAGING APPLICATION, BY REGION, 2014–2021 (KILOTON)

Table 41 COATED PAPER MARKET SIZE IN BUSINESS COMMUNICATION APPLICATION, BY REGION, 2014–2021 (USD MILLION)

Table 42 COATED PAPER MARKET SIZE IN BUSINESS COMMUNICATION APPLICATION, BY REGION, 2014–2021 (KILOTON)

Table 43 COATED PAPER MARKET SIZE IN LABELS APPLICATION, BY REGION, 2014–2021 (USD MILLION)

Table 44 COATED PAPER MARKET SIZE IN LABELS APPLICATION, BY REGION, 2014–2021 (KILOTON)

Table 45 COATED PAPER MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2014–2021 (USD MILLION)

Table 46 COATED PAPER MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2014–2021 (KILOTON)

Table 47 COATED PAPER MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 48 COATED PAPER MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 49 ASIA-PACIFIC: COATED PAPER MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 50 ASIA-PACIFIC: COATED PAPER MARKET SIZE, BY COUNTRY, 2014–2021 (KILOTON)

Table 51 ASIA-PACIFIC: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 52 ASIA-PACIFIC: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (KILOTON)

Table 53 ASIA-PACIFIC: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 54 ASIA-PACIFIC: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (KILOTON)

Table 55 ASIA-PACIFIC: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 56 ASIA-PACIFIC: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTON)

Table 57 CHINA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 58 CHINA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 59 CHINA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 60 INDIA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 61 INDIA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 62 INDIA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 63 JAPAN: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 64 JAPAN: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 65 JAPAN: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 66 SOUTH KOREA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 67 SOUTH KOREA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 68 SOUTH KOREA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 69 INDONESIA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 70 INDONESIA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 71 INDONESIA: COATED PAPER MARKET SIZE, BY APPLICATION,

2014–2021 (USD MILLION)

Table 72 REST OF ASIA-PACIFIC: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 73 REST OF ASIA PACIFIC: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 74 REST OF ASIA PACIFIC: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 75 NORTH AMERICA: COATED PAPER MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 76 NORTH AMERICA: COATED PAPER MARKET SIZE, BY COUNTRY, 2014–2021 (KILOTON)

Table 77 NORTH AMERICA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 78 NORTH AMERICA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (KILOTON)

Table 79 NORTH AMERICA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 80 NORTH AMERICA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (KILOTON)

Table 81 NORTH AMERICA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 82 NORTH AMERICA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTON)

Table 83 U.S.: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 84 U.S.: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 85 U.S.: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 86 CANADA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 87 CANADA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 88 CANADA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 89 MEXICO: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 90 MEXICO: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 91 MEXICO: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 92 EUROPE: COATED PAPER MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 93 EUROPE: COATED PAPER MARKET SIZE, BY COUNTRY, 2014–2021 (KILOTON)

Table 94 EUROPE: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 95 EUROPE: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (KILOTON)

Table 96 EUROPE: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 97 EUROPE: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (KILOTON)

Table 98 EUROPE: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 99 EUROPE: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTON)

Table 100 GERMANY: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 101 GERMANY: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 102 GERMANY: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 103 U.K.: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 104 U.K.: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 105 U.K.: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 106 FRANCE: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 107 FRANCE: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 108 FRANCE: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 109 REST OF WESTERN EUROPE: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 110 REST OF WESTERN EUROPE: COATED PAPER MARKET SIZE, BY

TYPE, 2014–2021 (USD MILLION)

Table 111 REST OF WESTERN EUROPE: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 112 RUSSIA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 113 RUSSIA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 114 RUSSIA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 115 TURKEY: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 116 TURKEY: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 117 TURKEY: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 118 REST OF CENTRAL & EASTERN EUROPE: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 119 REST OF CENTRAL & EASTERN EUROPE: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 120 REST OF CENTRAL & EASTERN EUROPE: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 121 SOUTH AMERICA: COATED PAPER MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 122 SOUTH AMERICA: COATED PAPER MARKET SIZE, BY COUNTRY, 2014–2021 (KILOTON)

Table 123 SOUTH AMERICA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 124 SOUTH AMERICA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (KILOTON)

Table 125 SOUTH AMERICA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (MILLION)

Table 126 SOUTH AMERICA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (KILOTON)

Table 127 SOUTH AMERICA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION)

Table 128 SOUTH AMERICA: COATED PAPER MARKET SIZE, APPLICATION, 2014–2021 (KILOTON)

Table 129 BRAZIL: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2016–2021 (USD MILLION)

Table 130 BRAZIL: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 131 BRAZIL: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 132 ARGENTINA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 133 ARGENTINA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 134 ARGENTINA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 135 REST OF SOUTH AMERICA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 136 REST OF SOUTH AMERICA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 137 REST OF SOUTH AMERICA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 138 MIDDLE EAST & AFRICA: COATED PAPER MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 139 MIDDLE EAST & AFRICA: COATED PAPER MARKET SIZE, BY COUNTRY, 2014–2021 (KILOTON)

Table 140 MIDDLE EAST & AFRICA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 141 MIDDLE EAST & AFRICA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (KILOTON)

Table 142 MIDDLE EAST & AFRICA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 143 MIDDLE EAST & AFRICA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (KILOTON)

Table 144 MIDDLE EAST & AFRICA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 145 MIDDLE EAST & AFRICA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (KILOTON)

Table 146 SAUDI ARABIA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 147 SAUDI ARABIA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 148 SAUDI ARABIA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 149 UAE: COATED PAPER MARKET SIZE, BY COATING MATERIAL,

2014–2021 (USD MILLION)

Table 150 UAE: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 151 UAE: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION)

Table 152 REST OF MIDDLE EAST & AFRICA: COATED PAPER MARKET SIZE, BY COATING MATERIAL, 2014–2021 (USD MILLION)

Table 153 REST OF MIDDLE EAST & AFRICA: COATED PAPER MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 154 REST OF MIDDLE EAST & AFRICA: COATED PAPER MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 155 EXPANSIONS, 2011–2016

Table 156 NEW PRODUCT DEVELOPMENTS, 2011–2016

Table 157 MERGERS & ACQUISITIONS, 2011–2016

Table 158 JOINT VENTURES & PARTNERSHIPS, 2011–2016

List Of Figures

LIST OF FIGURES

Figure 1 COATED PAPER MARKET: MARKET SEGMENTATION

Figure 2 COATED PAPER MARKET: RESEARCH DESIGN

Figure 3 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH

Figure 4 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH

Figure 5 COATED PAPER MARKET: DATA TRIANGULATION

Figure 6 COATED FINE PAPER TO DOMINATE COATED PAPER MARKET DURING FORECAST PERIOD

Figure 7 PACKAGING TO WITNESS THE FASTEST GROWTH DURING FORECAST PERIOD

Figure 8 ASIA-PACIFIC TO DOMINATE COATING MATERIALS SEGMENT DURING FORECAST PERIOD

Figure 9 ASIA-PACIFIC DOMINATED COATED PAPER MARKET IN 2015

Figure 10 COATED PAPER MARKET TO WITNESS GROWTH DURING FORECAST PERIOD

Figure 11 PACKAGING TO BE THE FASTEST-GROWING SEGMENT BETWEEN 2016 AND 2021

Figure 12 COATED FINE PAPER ACCOUNTED FOR THE LARGEST SHARE IN COATED PAPER MARKET IN 2015

Figure 13 COATED PAPER MARKET TO REGISTER HIGH GROWTH IN ASIA-PACIFIC COUNTRIES BETWEEN 2016 AND 2021

Figure 14 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN COATED PAPER MARKET

Figure 15 IMPACT ANALYSIS

Figure 16 VALUE CHAIN ANALYSIS OF COATED PAPER MARKET

Figure 17 PORTER'S FIVE FORCES ANALYSIS FOR COATED PAPER MARKET

Figure 18 GCC TO DOMINATE COATED PAPER MARKET BETWEEN 2016 AND 2021

Figure 19 ASIA-PACIFIC IS THE LARGEST MARKET FOR GCC IN COATED PAPER MARKET, 2016 TO 2021

Figure 20 ASIA-PACIFIC TO BE THE FASTEST-GROWING MARKET FOR PCC DURING THE FORECAST PERIOD

Figure 21 ASIA PACIFIC IS THE LARGEST KAOLIN CLAY MARKET, 2016 TO 2021

Figure 22 ASIA-PACIFIC IS THE LARGEST TALC MARKET, 2016 TO 2021

Figure 23 ASIA-PACIFIC IS THE LARGEST STARCH MARKET, 2016 TO 2021

Figure 24 ASIA PACIFIC IS THE LARGEST SB LATEX MARKET, 2016 TO 2021

- Figure 25 ASIA-PACIFIC IS THE LARGEST TIO₂ MARKET, 2016 TO 2021
- Figure 26 ASIA-PACIFIC IS THE LARGEST MARKET FOR WAX SEGMENT, 2016 TO 2021
- Figure 27 LOW COAT WEIGHT PAPER TO BE THE FASTEST-GROWING SEGMENT, 2016–2021
- Figure 28 COATED FINE PAPER IS THE LARGEST TYPE SEGMENT
- Figure 29 ASIA-PACIFIC: THE LARGEST MARKET FOR STANDARD COATED FINE PAPER BETWEEN 2016 AND 2021
- Figure 30 ASIA-PACIFIC TO BE THE FASTEST-GROWING LOW COAT WEIGHT PAPER MARKET DURING FORECAST PERIOD
- Figure 31 ASIA-PACIFIC TO BE THE FASTEST-GROWING ART PAPER MARKET BETWEEN 2016 AND 2021
- Figure 32 ASIA-PACIFIC: THE LARGEST COATED FINE PAPER MARKET IN 2016
- Figure 33 ASIA-PACIFIC TO BE THE FASTEST-GROWING COATED GROUNDWOOD PAPER MARKET BETWEEN 2016 AND 2021
- Figure 34 PACKAGING APPLICATION TO DRIVE COATED PAPER MARKET BETWEEN 2016 AND 2021
- Figure 35 ASIA-PACIFIC: THE LARGEST COATED PAPER MARKET IN PRINTING APPLICATION, 2016
- Figure 36 ASIA-PACIFIC TO BE THE FASTEST-GROWING COATED PAPER MARKET IN PACKAGING APPLICATION DURING FORECAST PERIOD
- Figure 37 ASIA-PACIFIC: THE LARGEST COATED PAPER MARKET IN BUSINESS COMMUNICATION APPLICATION, 2015
- Figure 38 ASIA-PACIFIC: THE LARGEST COATED PAPER MARKET IN LABELS APPLICATION, 2015
- Figure 39 REGIONAL SNAPSHOT: INDIA TO EMERGE AS A NEW STRATEGIC DESTINATION
- Figure 40 ASIA-PACIFIC MARKET SNAPSHOT: CHINA IS THE LARGEST AND INDIA TO BE THE FASTEST-GROWING MARKET,
- Figure 41 NORTH AMERICAN MARKET SNAPSHOT: U.S. IS THE LARGEST AND MEXICO THE FASTEST-GROWING MARKET
- Figure 42 EUROPE COATED PAPER MARKET SNAPSHOT: RUSSIA IS THE LARGEST AND TURKEY TO BE THE FASTEST-GROWING MARKET
- Figure 43 SOUTH AMERICA MARKET SNAPSHOT: BRAZIL TO BE THE LARGEST COATED PAPER MARKET DURING FORECAST PERIOD
- Figure 44 MIDDLE EAST & AFRICA MARKET SNAPSHOT: SAUDI ARABIA TO BE THE LARGEST MARKET
- Figure 45 COMPANIES ADOPTED EXPANSION AS THE KEY GROWTH STRATEGY, 2011–2016

Figure 46 KEY GROWTH STRATEGIES IN COATED PAPER MARKET, 2011–2016

Figure 47 MARKET SHARE FOR TOP FIVE PLAYERS

Figure 48 OJI HOLDINGS CORPORATION: COMPANY SNAPSHOT

Figure 49 NIPPON PAPER INDUSTRIES CO., LTD.: COMPANY SNAPSHOT

Figure 50 NIPPON PAPER INDUSTRIES CO., LTD.: SWOT ANALYSIS

Figure 51 STORA ENSO OYJ: COMPANY SNAPSHOT

Figure 52 STORA ENSO OYJ: SWOT ANALYSIS

Figure 53 SAPPi LIMITED: COMPANY SNAPSHOT

Figure 54 SAPPi LIMITED: SWOT ANALYSIS

Figure 55 ASIA PULP & PAPER: COMPANY SNAPSHOT

Figure 56 ASIA PULP & PAPER: SWOT ANALYSIS

Figure 57 VERSO CORPORATION: COMPANY SNAPSHOT

Figure 58 UPM: COMPANY SNAPSHOT

Figure 59 RESOLUTE FOREST PRODUCTS: COMPANY SNAPSHOT

Figure 60 PACKAGING CORPORATION OF AMERICA: COMPANY SNAPSHOT

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