

# **Specialty Paper Market by Type (Decor Paper, Release Liner Paper, Packaging Paper, and Printing Paper), Application (Building & Construction, Industrial, Packaging & Labeling, and Printing & Writing), Raw Material (Pulp, Fillers & Binders, Additives, and Coatings), & by Region - Global Trends & Forecasts to 2020**

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## **Abstracts**

The specialty paper market has grown exponentially in the last few years and this trend is projected to continue. The market was valued at 24,239.57 KT in 2014. It is projected to grow at a CAGR of 6.59% from 2015 to reach 34,879.08 KT by 2020. The market is primarily driven by factors such as increasing disposable income, increasing specialty paper end-use application, and its easy availability. The market has grown significantly in the last few years and this growth is projected to continue.

The specialty paper market is led by Europe, followed by North America. The U.S. specialty paper market not only dominates North America, but also the global market. Asia-Pacific is projected to be the fastest-growing specialty paper market globally for the period under consideration. The market is projected to grow significantly at a CAGR of 7.09% in terms of volume during 2015 to 2020. Brazil is the major market in the Rest of the World region, owing to increasing population, awareness, and increasing expenditure on specialty paper products.

In this report, the specialty market has broadly been segmented on the basis of type, application, raw material, and region. Investment & expansions formed the most preferred growth strategy in the specialty paper market. The purpose for adopting this strategic expansion is that it results in better increasing geographic presence and

clientele. Major players such as International Paper (U.S.), Imperial Tobacco Company Ltd. (India), Stora Enso (Finland), Nippon Paper Group (Japan), Mondi Plc. (South Africa), and Sappi Ltd. (South Africa) collectively accounted for the key stake of the global specialty paper market and are mainly focusing on strengthening their product range. Other major players in the market are Glatfeller (U.S.), Munksjo Group (South Africa), Domtar Corporation (Canada), and Sequana (France), which have quite a major presence in the global specialty paper market. The market is competitive, with leading players being involved in the research & development of new specialty paper products and its application.

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