

# China Viscose Fiber Industry Report, 2010



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The output of viscose fiber in China reached 1.51 million tons in 2009, occupying more than 50% of the global total; it hit 1.71 million tons in the first eleven months of 2010, up 17.1% against the 1.46 million tons in the same period of 2009; and it will continue the rapid growth in 2011 owing to the fact that over 700 kilotons of viscose fiber will be put into production in China.

In 2010, Chinese viscose fiber industry was characterized by booming capacity expansion, fierce product homogenization competition, as well as rising enterprise cost due to a raw material price hike. As a result, viscose fiber manufacturers witnessed declined profitability and had to find their way out by vigorously developing differentiated fibers to raise the added value of products. ?

The bamboo viscose fiber emerged in recent years has blossomed into a highlight in the viscose fiber industry with the following two advantages: firstly, abundant sources of raw materials, stable and relatively low cost; secondly, excellent performance, comparatively high-end positioning of terminal products which enjoy higher sales price than common fabrics. As a result, an increasing number of downstream enterprises will tap into bamboo fiber industry. In 2010, the market size of bamboo viscose fiber in China was just shy of 50 kilotons and merely occupied a very small proportion of the entire viscose fiber market. Along with the entry of more enterprises into the bamboo viscose fiber field in the future, bamboo viscose fiber will embrace mushroom growth. ?

The report casts light on not only the development of global viscose fiber industry and the operating environment and market development of Chinese viscose fiber industry, but also key manufacturers of viscose fiber in China and worldwide.

Major viscose fiber enterprises in China include Zhejiang Fulida Co., Ltd., Shandong Helon Co., Ltd., Jiangsu Aoyang Technology Corporation Limited, Jilin Chemical Fiber Group Co., Ltd., etc.

Zhejiang Fulida Co., Ltd. is in possession of the annual capacity of 280-kilaton viscose staple fiber, holding the first position in China; its differentiated viscose fiber types are composed of colored viscose fiber, bamboo viscose fiber, and high white viscose fiber.

Shandong Helon Co., Ltd. has the annual capacity of 278-kilaton viscose fiber, hereinto, the capacity of viscose staple fiber takes 270 kilotons per annum; its differentiated fibers include Anti-fcell and Newdal fiber.

Jilin Chemical Fiber Group Co., Ltd. holds the annual capacity of 88-kilaton viscose fiber, of which, bamboo viscose fiber contributes 55 kilotons. It is the leading enterprise in Chinese bamboo viscose fiber industry and its capacity of bamboo fiber will arrive at 87 kilotons in 2012.

Yibin Grace Group Company and Xinxiang Chemical Fiber Co., Ltd. boast the respective annual capacity of 60-kilaton viscose filament yarn, the largest capacity in China. Meanwhile, Xinxiang Chemical Fiber Co.,

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