

# China White Carbon Black Market Report, 2010-2011

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## **Abstracts**

In recent years, white carbon black industry has presented vigorous development in China. China's output of white carbon black reached 431 thousand tons in 2004 and rocketed to 840 thousand tons in 2010, with capacity and output both ranking No.1 worldwide. It is expected that this growth trend will last until 2013.

Rubber industry, the main consumer of white carbon black, occupies about 74% of the total consumption. In 2009, China's rubber industry consumed 550 thousand tons of white carbon black; specifically, the shoemaking industry consumed 350 thousand tons (47%), tyre market 120 thousand tons (16%), rubber tube, rubber belt and electrical wire & cable market 80 thousand tons (11%). In addition, non-rubber fields including textile, papermaking and pesticide accounted for 190 thousand tons (26%) of the total consumption.

The growth potential of the white carbon black demand from the rubber industry including shoemaking, rubber tube, rubber belt, and electrical wire & cable is limited, on account of mature development in these fields. As for other industries except rubber industry, the demand for white carbon black is scattered and in low absolute quantity. Therefore, the most promising application field of white carbon black will be tyre industry in the coming years.

In 2010, there are more than 50 enterprises directly engaged in precipitated silica production in China, with a total output of 840 thousand tons. Currently, most of the precipitated silica produced in China is ordinary white carbon black, which mainly finds application in tyre and shoemaking industries; high value-added products need to be imported in China.

At present, some enterprises in China are constructing or planning white carbon black projects, such as TongHua ShuangLong Group Chemical Co., Ltd., Do-Fluoride



Chemicals Co., Ltd., and Shandong Haihua Company Limited. Driven by a series of fundraising and investment projects, it is expected that China's output of white carbon black will exceed 1 million tons in 2011.

Now, annual capacity of TongHua ShuangLong reaches 16 thousand tons. Its main product highly dispersed precipitated silica for HTV silicon rubber occupies the largest market share in China, and highly dispersed silica for high-end paints holds the second largest market share. The RMB120.4023 million fundraising project of TongHua ShuangLong will add 20 thousand tons to the company's annual capacity of highly dispersed silica products.



# **Contents**

#### 1. STATUS QUO OF WHITE CARBON BLACK INDUSTRY IN CHINA

- 1.1 Supply & Demand
- 1.2 Competition
  - 1.2.1 Entry Barriers
  - 1.2.2 Rapid Development
- 1.2.3 Urgent Need of Technology Improvement
- 1.3 Policies

#### 2. UPSTREAM & DOWNSTREAM INDUSTRIES

- 2.1 Upstream Industry
- 2.2 Downstream Industry

### 3. KEY ENTERPRISES

- 3.1 TongHua ShuangLong Group Chemical Co., Ltd.
  - 3.1.1 Profile
  - 3.1.2 Operation
  - 3.1.3 White Carbon Black Products
  - 3.1.4 Development Trend
  - 3.1.5 Fundraising Projects
- 3.2 Do-Fluoride Chemicals Co., Ltd.
  - 3.2.1 Profile
  - 3.2.2 Operation
  - 3.2.3 White Carbon Black Products
  - 3.2.4 Fundraising Projects
- 3.3 Shandong Haihua Company Limited
  - 3.3.1 Profile
  - 3.3.2 Operation
- 3.4 Other Enterprises
  - 3.4.1 Evonik Wellink Silica (Nanping) Co., Ltd.
  - 3.4.2 Changzhou Maideng Rubber Plastics Chemical Co., Ltd.
  - 3.4.3 Youxian Xinxing Fine Chemical Plant
  - 3.4.4 Shandong Link Silica Co., Ltd.
  - 3.4.5 Wuxi QueChen Silicon Chemical Co., Ltd.
  - 3.4.6 Zhuzhou Xinglong Chemical Industry Co., Ltd.



#### 4. MARKET OUTLOOK

#### **SELECTED CHARTS**

Consumption structure of white carbon black in China, 2010

Key Data of Imported High-end White Carbon Black and Exported Low-end White Carbon Black in China, 2001-2009

Manufacturing Technology and Development Trend of White Carbon Black Worldwide Market Segmentations, Features, Prices, and Enterprises of White Carbon Black, 2010 Demand of White Carbon Black in America, 2003-2018E

Key Enterprises and Market Shares of White Carbon Black Industry in China

Annual Output of White Carbon Black in China, 2004-2010

Annual Output Growth Rate of White Carbon Black in China, 2005-2010

Prices of Raw Materials and Energy for White Carbon Black, 2007-2009

Prices of Raw Materials and Energy for Sodium Silicate, 2008-2009

Applications of White Carbon Black

Demand and Growth Rate of High-end White Carbon Black Applications, 2002-2011 Market Share Distribution of Precipitated Silica for Domestic HTV Silicon Rubber, 2006-2008

Demand of HTV Silicon Rubber in China, 2009-2011

Output of Architectural Coating in China, 2010

Output of Outer Rubber Tyre in China, 2010-2011

Output of Outer Radial Tyre in China, 2010-2011

Output of Chemical Pesticide in China, 2005-2011

Output of Toothpaste in China, 2010-2011

Output of Newsprint in China, 2010-2011

Financial Data of TongHua ShuangLong, 2009-2013

Operating Income of TongHua ShuangLong by Region, 2007-2009

Capacity, Output, and Sales Volume of TongHua ShuangLong by Product, 2007-2010

Output and Sales Volume of TongHua ShuangLong by Product, 2007-2009

Sales of TongHua ShuangLong by Product, 2007-2009

White Carbon Black Products of TongHua ShuangLong

Main Consumer Groups of White Carbon Black Products of TongHua ShuangLong

Prices of White Carbon Black Products of TongHua ShuangLong, 2007-2009

Investment of Raised Funds of TongHua ShuangLong in the Future

Product Data Forecast of 20,000t/a Highly Dispersed Precipitated Silica Project of

TongHua ShuangLong

Financial Data of Do-Fluoride, 2009-2013



Sales of Do-Fluoride by Product, 2006-2009

Capacity of Do-Fluoride by Product Before and After the Fundraising Project Put into Production

Financial Data of Shandong Haihua, 2009-2011

Financial Data of Evonik Wellink Silica (Nanping) Co., Ltd., 2009

Financial Data of Changzhou Maideng Rubber Plastics Chemical Co., Ltd., 2009

Financial Data of Youxian Xinxing Fine Chemical Plant, 2009

Financial Data of Shandong Link Silica Co., Ltd., 2009

Financial Data of Wuxi QueChen Silicon Chemical Co., Ltd., 2009

Financial Data of Zhuzhou Xinglong Chemical Industry Co., Ltd., 2009



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