

Global and China Non-ionic Cellulose Ether Industry Report, 2014-2016

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Abstracts

The global non-ionic cellulose ether production is dominated by the United States, Japan and other developed countries, especially Dow Chemical, Ashland and ShinEtsu master about 75% of methylcellulose (MC) and hydroxypropyl methyl cellulose (HPMC) market.

In 2006-2013, the global non-ionic cellulose ether capacity grew steadily at a CAGR of 8.69%, reaching 491,000 tons in 2013. In recent years, the momentum of global cellulose ether capacity growth mainly comes from the Asian market, particularly China. In 2013, China's non-ionic cellulose ether capacity and output hit 195,000 tons and 154,000 tons respectively, of which, the MC/HPMC output approximated 133,000 tons.

In the United States, Western Europe and Japan, the profit of cellulose ether business is usually lower than economic benefits of reinvestment, and new factories are uncompetitive. However, the investment in the promising Chinese market is relatively low. As of the end of 2013, 10 Chinese non-ionic cellulose ether companies with the respective capacity of more than 10,000 tons had contributed 87.4% to the total non-ionic cellulose ether capacity in China; wherein, Shangyu Chuangfeng Chemical Co., Ltd. ranked first with 30,000 tons/a.

Judging from the downstream demand, the demand for building materials-use cellulose ether is the largest. In 2013, China's non-ionic cellulose ether consumption amounted to 132,000 tons or so, of which building materials-use cellulose ether made 114,000 tons, accounting for 86.4% of the total consumption.

China's construction industry will return to a rational and healthy development track under strict government control policies, still accompanied by a steady increase in the

demand for building materials-use cellulose ether. It is expected that the Chinese non-ionic cellulose ether market size will attain RMB5.2 billion, and the consumption 160,000 tons in 2016.

Global and China Non-ionic Cellulose Ether Industry Report, 2014-2016 by ResearchInChina mainly sheds light on the followings:

Overview of the global non-ionic cellulose ether industry (including market size, market supply and demand, etc.);

Development environment for China non-ionic cellulose ether industry (involving raw material market, policies, etc.);

Size and forecast for the next three years, competitive landscape (capacity of top 15 companies), supply and demand, import and export of China non-ionic cellulose ether market;

Market capacity, etc. of China non-ionic cellulose ether application industries (including building materials, pharmaceuticals, food additives, etc.);

Operation, non-ionic cellulose ether business, etc. of international benchmarking enterprises such as ShinEtsu, Ashland and Dow Chemical;

Operation, non-ionic cellulose ether business, etc. of 18 domestic non-ionic cellulose ether enterprises e.g. Shangyu Chuangfeng Chemical, Hercules Tianpu Chemicals, Shandong Ruitai Chemical, Shandong Head.

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