

# Research Report of Paper Cup and Bowl Industry in China, 2009

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## Abstracts

Paper cup and paper bowl began to widely spread in late 1970s. During this period, billycan and aluminum can be replaced by paper and the wrapper of food became more hygienic, which enabled the paper tableware to see a bright prospect.

The rapid development of paper cup and paper bowl manufacturing is mainly because these paper products are convenient and time-saving. At present, paper cups and paper bowls are widely used in meeting, office, restaurant, and entertainment, household and so on. These disposable paper products can be easily compressed and take little room and thus are more environment-protective. Moreover, paper cup are easily taken, transported and disposed, which may save much work and time.

Paper cup and paper bowl in China have been on the market for only 10 years. After the SARS in 2003, the paper product industry began to develop rapidly. The consumption of paper cup and paper bowl in China reached nearly 20 billion by 2008. The retail prices of every paper cup and paper bowl made in China stand at respectively RMB 0.1 to RMB 0.3 (1.4-4.2 cents), RMB 0.2 to RMB 0.5 (2.8-7 cents). The price of imported paper cup is slightly higher.

Paper cups and paper bowls in China are mainly sold to household users, business enterprises, government sectors, banks, transportation, restaurants, manufacturers of instant noodles, etc. Many enterprises purchase large quantities of paper products directly from manufacturers in order to advertise their enterprises. As major clients of paper product manufacturers, these enterprises hold a massive and stable demand which makes up a high percentage of the total demand for paper cup and paper bowl.

Compared with such wrappers as PP and PS, the paper cup and paper bowl enjoy a

high printing quality. Companies can also advertise themselves by printing logos onto the wrapper at a low cost. Compared with those plastic wrappers, paper wrappers are absolutely more environment-protective.

China's paper cup and paper bowl market enjoys a low concentration rate and most enterprises are small-scale. On one hand, due to the limited capital and technology, paper products of small enterprises may color-faded and leaky. On the other hand, it is the small enterprise that cultivates customers' habit of using paper products and develops the paper cup and paper bowl market.

Another factor which helps heighten the competitiveness of China's paper cup and paper bowl on international market is the relatively cheap labor cost and raw material cost. Apart from all the above-mentioned advantages, the paper cup is also easily produced, widely accepted and strongly competitive. Therefore, it can be implied that the paper product industry will see a bright prospect on both domestic market and international market.

With a view to both ordinary market and OEM market, this report gives a detailed analysis of the operation, competitiveness and development of the paper cup and paper bowl industry in China. At the same time, the production cost and the operation state of related machinery-producing industry are also introduced in this report, which enables clients to get a general knowledge of the whole industry. This report is of significant value in the operation, policies, development trend, investment opportunities of the paper cup and paper bowl industry.

Readers can get more information as follows:

- Current status of paper cup and paper bowl industry
- Demand for paper cup and paper bowl
- Import and export of paper cup and paper bowl industry
- OEM market of paper cup and paper bowl industry
- Influences of global financial crisis on paper cup and paper bowl industry
- Development forecast of paper cup and paper bowl industry
- Investment opportunities of paper cup and paper bowl industry
- Introduction of major producing enterprises of paper cup and paper bowl industry
- Introduction of machinery-producing enterprises of paper cup and paper bowl industry

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