

# **Asia Pacific Paper Dry Strength Agent Market Size and Forecast (2021-2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type [Polyvinyl Amine, Polyacrylamide (Amphoteric Polyacrylamide, Cationic Glyoxalated Polyacrylamide, Cationic Solution Polyacrylamide, and Others), Starch, and Other Types] and Application (Printing and Writing Paper, Tissue Paper, Packaging Paper, Specialty Paper, and Other Applications)**

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## **Abstracts**

The Asia Pacific paper dry strength agent market is projected to grow significantly, reaching an estimated US\$ 458.92 million by 2031, up from US\$ 343.73 million in 2024. This growth represents a compound annual growth rate (CAGR) of 4.4% from 2025 to 2031, indicating a robust demand for these agents in the region.

## **Executive Summary and Market Analysis**

The market for paper dry strength agents in the Asia Pacific region is divided into several key countries, including China, Japan, India, Australia, South Korea, and other nations in the region. The rapid industrialization and economic growth in these countries, particularly in China, India, and Japan, have led to a surge in demand for paper and packaging products. The expansion of the packaging industry, driven by the growth of e-commerce, consumer goods, and retail sectors, has significantly increased the need for dry strength agents. These agents are essential for enhancing the quality and durability of paper products.

According to the International Trade Administration (ITA), China is the largest e-commerce market globally, generating a staggering revenue of US\$ 1.5 trillion in 2024. The booming e-commerce sector in China has created a pressing need for effective and durable paper and paperboard packaging, which in turn drives the demand for dry strength agents within the region's papermaking industry.

## **Strategic Insights**

### **Market Segmentation Analysis**

The Asia Pacific paper dry strength agent market can be segmented based on type and application.

**By Type:** The market is categorized into polyvinyl amine, polyacrylamide, starch, and other types. In 2024, the starch segment held the largest market share. The polyacrylamide segment is further divided into amphoteric polyacrylamide, cationic glyoxalated polyacrylamide, cationic solution polyacrylamide, and others.

**By Application:** The market is also segmented into various applications, including printing and writing paper, tissue paper, packaging paper, specialty paper, and others. Notably, the packaging paper segment accounted for the largest share of the market in 2024.

## **Market Outlook**

In recent years, the paper recycling rate has been steadily increasing, driven by growing environmental concerns related to deforestation and climate change. The e-commerce sector, which heavily relies on paper packaging such as cardboard boxes and corrugated materials, is a significant contributor to paper waste generation. The rise in online shopping has led to an increase in the volume of paper packaging waste that requires processing and recycling.

Governments are increasingly focusing on recycling paper and promoting its reuse to minimize carbon footprints and enhance sustainability. This rising paper recycling rate is positively impacting the demand for paper dry strength agents, as these agents are crucial for improving the quality and durability of recycled paper.

As paper fibers degrade with each reuse, the strength and durability of the paper diminish, making it challenging to produce high-quality products from recycled materials. This is particularly critical for packaging materials, which must withstand physical stress during handling and transportation. To address the loss of fiber strength in recycled paper, manufacturers rely on dry strength agents to reinforce the fibers and restore their lost strength. Consequently, dry strength agents are vital for ensuring that recycled paper meets the necessary performance standards, especially for applications like corrugated boxes and cartons.

## Country Insights

The Asia Pacific paper dry strength agent market includes key countries such as Australia, China, India, Japan, South Korea, and others. China, in particular, held the largest market share in 2024. The country boasts the largest pulp and paper industry in the world, producing over 254.01 million metric tons of pulp and paper products in 2022, while consuming more than 230 million metric tons. This impressive output is driven by China's robust economy, the rapid growth of e-commerce, and an increasing demand for sustainable packaging solutions.

As environmental regulations become stricter and manufacturers seek cost-effective ways to enhance paper performance, the demand for advanced dry strength agents is expected to rise. Furthermore, innovations in bio-based and eco-friendly additives that align with China's commitment to greener industrial practices and sustainable development in the paper sector are expected to bolster market growth.

## Company Profiles

Key players in the Asia Pacific paper dry strength agent market include Solenis LLC, Ecolab Inc, Buckman Laboratories International Inc, Arakawa Chemical Industries Ltd, Kemira Oyj, Applied Chemicals International Group AG, SEIKO PMC CORP, BIM Kemi AB, Shandong Tiancheng Chemical Co Ltd, Axchem Korea Co Ltd, Qingzhou Jinhao New Material Co Ltd, Wuxi Lansen Chemicals Co Ltd, Mare SpA, Benzson GROUP, and Lanyao Water Treatment Co Ltd, among others. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to deliver innovative products to consumers and enhance their market share.

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