Paper Coating Additives Market: Type (Dispersant, Defoamer, Rheology Modifier, Others), By Formulation (Waterborne, Solventborne, Powder and High Solids) Paper Type - Forecast (2015-2020)

Description: Paper Coating additives are used to attain properties like surface level, opacity, shine, material dispersion, homogeneity and many more in paper. In paper industry, apart from attaining the functional properties, coatings additives are used to add long life to the paper. Paper coating additives are classified based on their functionality as defoamers, wetting agents, biocides, dispersants and others. These additives are used based on the formulation of the coating and the property required to exhibit while and after the coating. Among paper coating additives, dispersants have major market share in 2014. Dispersant paper coating additives market is estimated to grow at a CAGR of 0.7% during the forecast period 2015-2020. The formulations in paper coating additives can be classified into waterborne, powder, solventborne and high-solids. Paper coating additives market in high solids formulation is major during the estimated period 2014-2020.

Globally in 2014, around 40 million tons of coated paper was produced and is estimated to decrease in the next two years. Paper industry coating additives market has been hindered by the factors such as decrease in demand for coated paper, production of high quality uncoated paper and others. In this market, coating additive manufacturers not only caters chemicals to paper coating industry but also to the other markets such as paints, metal and other industries. Few developments have been witnessed by this industry in terms of product developments that are environmental friendly with less volatile organic compounds, by waterborne formulations and more.

The above figure illustrates the 2014 market share by paper type for the Americas paper coating additives market. As shown, packaging paper had the major market share when compared with all the paper types followed by printing and writing paper. U.S. and Canada are the two major countries that are that have major demand for paper coating additives from packaging industry. Also in Asia-Pacific (APAC), India, Indonesia and China are witnessing a growing demand in paper coating additives market.

Competitive landscape for each of the product types is highlighted and market players are profiled with attributes of company overview, financial overview, product portfolio and recent developments. Market shares of the key players for 2014 are provided.

Some of the major companies in this market are:

- BASF
- Ashland
- Dow
- Kemira

The top companies in this market had focused on acquiring paper chemicals business and also increase the production of paper coating additives in APAC countries.

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