The Global Pulp and Paper Chemical Market has been estimated at USD x,xxx.x million in 2014 and is projected to reach USD x,xxx.x million by 2020, at a CAGR of x.xx% during the forecast period from 2015 to 2020. The global Pulp and Paper Chemical business is a seasoned market and is expected to grow slightly over the following years. Pulp and paper involves lot of chemicals from bleach to fillers.

Pulp and paper chemicals are segmented into binders, bleaching agents, fillers, pulping agents, sizing agents and others. Binders are used to bind the fillers to fibers. Bleaching agents are used to remove the pigments in the pulp. Fillers are used to lower the amount of fiber used in making papers. Sizing agents are used to maintain some water resistance of the paper for its usability in writing. Other chemicals added are strengthening agents, retention agents, etc. Fillers and binders are the major segments in the pulp and paper chemicals in terms of revenue.

The market is expected to be driven by the growth of pulp and paper industry in the developing regions of Asia-Pacific and South America. The paper recycling is taking place at increasing levels in response to the rapid deforestation that too place. However, strict water treatment regulations that are framed are affecting the profitability of pulp and paper industry due to the large amount of chemicals involved.

The market has also been geographically segmented into APAC, North America, Europe, South America and MEA. In terms of consumption in 2015, APAC led the market due to the transfer of paper production into this region. It was followed by Europe and North America. This high production is driven by a rapid economic growth in developing nations experienced in the recent years. The market is also segmented based on industry usage into newsprint paper, packaging and industrial papers, printing and writing papers, pulp mills and deinking plants, tissue paper and others. Printing and writing papers along with pulp mills and deinking plants form the major share of the market.

Company profiles of the major Pulp and Paper Chemical manufacturers have been discussed in this study. These include Akzo Nobel NV, Archer-Daniels-Midland, BASF, Buckman Laboratories, Canexus, Cargill Incorporated, Dow Chemical Company, DuPont (E) de Nemoursand, GE Corporation, General Chemical Industrial Products, Koch Industries and Tronox Incorporated among others.

Key Deliverables in the Study:

- Market analysis for the Global Pulp and Paper Chemical Market, with region specific assessments and competition analysis on global and regional scales
- Market definition along with the identification of key drivers and restraints
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
- Extensively researched competitive landscape section with profiles of major companies along with their market shares
- Identification and analysis of the macro and micro factors that affect the Global Pulp and Paper Chemical market on both global and regional scales
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
- Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped

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