Coated Paper Market by Coating Material (GCC, PCC, Kaolin Clay, SB Latex, Starch, Talc, Wax), Type (Coated Fine, Standard Coated Fine, Coated Groundwood, Low Coat Weight), Application (Packaging, Printing, Labels) - Global Forecast to 2021

Description:

“Increased use of coated paper in packaging applications is driving the coated paper market”

Increasing demand for eco-friendly coated paper due to stringent regulations on use of plastics in the packaging application is the major factor driving the coated paper market. Packaging producers across the globe are focusing on the use of bio-degradable paper to meet environmental regulations in packaging applications. Coated paper finds application in food, pharmaceutical, and cosmetics packaging respectively. It is used in high-end printing applications, owing to its brightness and textural characteristics. Increased use of electronic media in the advertisement and promotional industry is a challenge, which could hinder the growth of the coated paper market.

“Packaging is the fastest growing application segment of the coated paper market”

Coated paper in packaging is used in numerous applications such as food packaging, pharmaceutical packaging, and cosmetic packaging. Several packaging product manufacturers use coated paper, owing to its bio-degradability, thermal stability, mechanical flexibility, and moisture-proof properties. Coated paper is a food-grade product, which replaces plastic packaging in packaging applications. The rising demand for coated paper for eco-friendly and bio-degradable packaging applications such as food, pharmaceutical, and cosmetic packaging is expected to propel the demand for coated paper globally.

“Asia-Pacific is expected to lead the coated paper market during the forecast period”

The Asia-Pacific is expected to lead the coated paper market during the forecast period. The demand for coated paper from various industries such as printing, packaging, and business communication, among others, in the APAC region is expected to increase. China is the major consumer of coated paper in Asia-Pacific. The main reasons for the growing demand for paper coating materials in emerging markets are population growth and improving living standards. Europe is the second-largest market for coated paper after Asia-Pacific. Europe faces dynamic consumer needs with respect to the increasing use of electronic media, which affects the paper industry in the region.

This study was validated through primary interviews conducted with various industry experts globally. These primary sources were divided into three categories, namely, company, designation, and region.

- By Company Type- Tier 1- 60%, Tier 2- 30% and Tier 3- 10%
- By Designation- C Level- 40%, Director Level- 30%, Others- 30%
- By Region- North America- 10%, Asia-Pacific- 50%, Western Europe- 20%, and Middle East & Africa- 20%

The report also includes company profiles and competitive strategies adopted by major market players such as Oji Holdings Corporation (Japan), Nippon Paper Industries Co., Ltd. (Japan), Stora Enso Oyj (Finland), Sappi limited (South Africa), Asia Pulp & Paper (Indonesia), UPM (Finland), Verso Corporation (U.S.), Resolute Forest Products (Canada), Packaging Corporation of America (U.S.), and Dunn Paper Company (U.S.).

Research Coverage:
The report covers the coated paper market across different applications and regions. It aims at estimating the market size and future growth potential of this market across different segments such as type, application, and region. Furthermore, the report also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, SWOT analysis, recent developments, and key market strategies. The report will help the market leaders/new entrants in this market by providing them the closest approximations of the revenues for the coated paper market.

Reasons to buy this report:
From an insight perspective, this research report has focused on various levels of analyses - industry
analysis (industry trends), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss basic views on competitive landscape, emerging and high-growth segments of the coated paper market, high-growth regions, and market drivers, restraints, and opportunities.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on coated paper offered by the op players in the coated paper market
- Product Development/Innovation: Detailed insights on upcoming technologies, R&D activities, and new product launches in the coated paper market
- Market Development: Comprehensive information about lucrative markets – the report analyzes the markets for coated paper across regions
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the coated paper market
- Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the coated paper market

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