



WORLD PAPER MARKETS UP TO 2025

Pöyry's new paper and paperboard forecast, scheduled to be published in September/October 2008, provides an invaluable strategic platform and essential business information for all business participants, including pulp and paper companies, suppliers of machinery, equipment, chemicals and related inputs, investors, financiers, institutions, paper merchants and traders, logistics companies and other interest groups.

The world paper markets continued to expand in 2007 with growth running at above 2.5%/a. Demand in China, India and Russia continued to grow at an average 11%/a while North America, Western Europe and Japan exhibited an average 1.7% decline compared to the previous year. The stark contrast between mature and emerging paper markets' growth is expected to continue making sustainable long-term growth for paper companies an exceptional challenge. The study aims to cast light on various geographical, market and competition factors that are instrumental in determining the strategic orientation of paper industry firms all over the globe.

The key elements of the study are:

- Review of demand and supply drivers by main region, including demographics, economic development, advertising, manufacturing production, product/media substitution, trends in pulp, paper and printing technology etc.

- Historical (1990-2007) and forecast future paper and paperboard consumption, production and net trade by main product area country and region through 2025
- Global trade flows by main product area
- Supply structure with particular emphasis on machinery trends, key players, industry concentration, and pricing power
- Paper as an advertising medium: competition with electronic and on-line advertising, SWOT analysis with paper in focus, foresights on the future role of paper-based advertising

Product areas

- Newsprint
- Printing/writing papers
 - Uncoated mechanical
 - Coated mechanical
 - Uncoated woodfree
 - Coated woodfree
- Tissue paper
- Containerboards

- Cartonboards
- Sack paper
- Other paper and paperboard

Geographic coverage

- Global, by region and main country
- Over 70 countries or country groups

Deliverables

- Two reports: I. Executive Report and II. Statistical Annexes
- CD-ROM enclosed with the printed report

For ordering see reverse side and for further information on the study, please contact:

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