

## Global Paper Optical Brightener Market 2008

2008 has been a turbulent year for optical brightener suppliers and manufacturers of white paper. The big global suppliers of optical brightener have all experienced instability during 2008 due to market conditions, raw material fluctuations, industry consolidation and speculation.

At the same time the white paper manufacturing industry is coming to terms with a soft market and over capacity, leading to large volumes of production being taken off stream, particularly in Europe.

The optical brightener market tends to be quite stable throughout the year except where large volumes are exchanged by customers during major bids.

Over the last few years optical brightener suppliers have

spent much effort in driving costs down to the absolute minimums and seeking the lowest cost raw materials.

This has resulted in low prices for the paper industry for many years and a boom in Optical Brightener volumes with substantial growth over the last few years.

However, raw material prices were already increasing when the Chinese government decided to stop most chemical production in order to clear the air for the Olympics, leading to price escalation and potential shortages during 2008.

Fortunately these issues seem to be resolved, however, there are now other factors influencing the industry such as lower demand for optical brightener in Asia, coupled with machine idles and closures in Europe.



**The Global Optical Brightening Agent Market for Paper 2005-2009** (31 pages, 14 pie charts, 5 tables) is an up to date report prepared by Makowhiteness to inform all stakeholders in the industry about market trends and the volumes of Optical Brighteners in various regions including the following topics; NAFTA 2005-2009, Main Global Regions 2005-2009, Top 10 P&W production countries 2005-2009, Estimated Paper OBA Market Share 2008.

Each part of the report is also available separately. Contact us for further information.

## Market Research

Makowhiteness is developing a strong reputation in the field of specialized Market Research.

If you need to know more about a specific aspect of the optical brightener market, optical brightener raw materials or any other associated information we can prepare a bespoke confidential report

according to your guidelines and for your information only.

Various blue chip clients have already used our services to find out more about the market, because in these difficult times, the most informed companies will be able to make the best decisions and gain a competitive advantage.

In the area of Optical bright-

eners, decision making is even more important due to the high expense involved and the importance of the product in adding visual value to the final paper, plus - there are lots of fluctuations in the market.

For more information about our market research services send us your detailed requirements for a quotation.

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### Special points of interest:

- The Global OBA report is up to date, reflects recent fluctuations in the market and includes a prediction on 2009
- Our services are confidential and we work at high speed, usually you will receive Market research within one week or less
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