



HAWKINS WRIGHT

The Outlook for Market Pulp

Supply, Demand, Costs and Prices

A multi-client service



The Outlook for Market Pulp

Demand, Supply, Costs and Prices

The scope of the service

The Outlook for Market Pulp service was launched in 1984. It is now established as a vital planning tool for any company or organisation that requires access to the most authoritative analysis of the market pulp sector. Because this programme of research has continued without interruption for many years, Hawkins Wright has been able to develop an extensive bank of data, experience and contacts.

Over ninety organisations regularly support The Outlook service. These include pulp producers — who together account for 90% of world supply — buyers, international agents and trading houses, state and provincial governments and financial institutions.

The Outlook service comprises:

- **Three main reports** published in March, July and November, containing detailed supply, demand and price analyses and five-year forecasts. (The July report also contains the results of Hawkins Wright's unique Cost Survey.) The reports are distributed as electronic and hard copies.
- **Three interim forecast updates**, published in January, May and September. Taken together with the main reports, these updates allow the key forecast data and assumptions – in particular the price forecast – to be updated every two months. Distributed electronically.
- Hawkins Wright's **response to any questions** that the subscriber may have on matters relating to the international pulp and paper market throughout the year. In this way Hawkins Wright can be used as a virtual extension of the subscriber's own marketing or market research department.
- **A personal presentation**: it will usually be possible for a Hawkins Wright consultant to meet with each client at least once a year to make a presentation on market developments.

The contents of a typical Outlook report is shown on the following pages.

The contents of a typical report

Section One

Market pulp demand

Current demand

Softwood demand

Hardwood demand

Demand-side substitution

Near term

Long term

Forecast demand

Section Two

Market pulp supply

Current market pulp capacity

Short-term or temporary changes in supply

Capacity closures

Leading market suppliers

Confirmed changes to capacity

Softwood expansion projects

Hardwood expansion projects

BCTMP expansion projects

Unfinanced or unconfirmed changes to capacity

Bleached eucalyptus kraft

Asian hardwood kraft

High yield pulp

Softwood kraft

Non-wood

Section Three

Supply/Demand balance

Long term supply demand projections

The short-term supply and demand outlook

Section Four

Production costs

World weighted average supply costs

Exchange rates

Wood supply

North America

Europe

Production cost survey

Bleached softwood kraft

Bleached hardwood kraft

Supply cost curves

Section Five

Prices

Macro-economic influences

Exchange rates

Commodity prices

Energy prices

Printing & writing paper markets

North America

West Europe

China

South Korea

Tissue markets

Regional price differentials

Price forecast

Baseline assumptions

Key forecast risks

Section Six

Regional demand analysis

Regional analysis of demand

Tied or captive shipments

North America

Nordic

West Europe

East Europe

Latin America

Oceania

Japan

China and other Asia

Appendix 1:

Mill-by-mill capacity listing and projection

NBSK

Southern softwood kraft

Radiata and other softwood kraft

Northern hardwood kraft

Southern hardwood kraft

Eucalyptus kraft

Asian BHKP (incl. Acacia)

High-yield (incl. BCTMP)

Unbleached kraft

Sulphite

Appendix 2:

Forecast regional demand by grade of pulp

List of tables in a typical report

Table 1: Market pulp demand, by grade
Table 2: BSKP demand by region
Table 3: BHKP demand by region
Table 4: World market pulp demand forecast, by grade
Table 5: World market bleached chemical pulp demand forecast, by region
Table 6: World market pulp capacity by grade and region
Table 7: Market pulp capacity developments
Table 8: Market pulp capacity projection
Table 9: North American pulp line closures
Table 10: Top 30 market pulp producers
Table 11: Regional distribution of top 20 producers
Table 12: Exchange rates against the US dollar
Table 13: Regional average cash costs of BSKP supply
Table 14: Regional average costs of BHKP supply, cif West Europe
Table 15: Price forecast, list prices cif Northern Europe
Table 16: Price forecast, cif China
Table 17: World trading patterns: a pulp trade matrix
Table 18: Estimates of captive pulp sales by grade and supplying region
Table 19: North American fine paper closures
Table 20: North American market pulp demand by grade
Table 21: Nordic market pulp demand by grade
Table 22: West European trading patterns, a pulp trade matrix
Table 23: European paper mill closures
Table 24: West European market pulp demand by grade
Table 25: East Europe market pulp demand by grade
Table 26: Russian market pulp production and trade
Table 27: Latin American market pulp demand by grade
Table 28: Oceania market pulp demand by grade
Table 29: Japanese market pulp demand by grade
Table 30: Asian market pulp trading patterns
Table 31: Chinese market pulp demand
Table 32: Other Asia & Middle East, excl. China
Table 33: Total Asian market pulp demand
Table 34: Market pulp capacity, by mill, northern softwood kraft
Table 35: Market pulp capacity, by mill, other softwood kraft
Table 36: Market pulp capacity, by mill, southern softwood kraft
Table 37: Market pulp capacity, by mill, birch and northern hardwood kraft
Table 38: Market pulp capacity, by mill, southern and Asian hardwood kraft
Table 39: Market pulp capacity, by mill, eucalyptus kraft
Table 40: Market pulp capacity, by mill, sulphite
Table 41: Market pulp capacity, by mill, unbleached kraft
Table 42: Market pulp capacity, by mill, high-yield pulp
Table 43: Regional demand forecasts by grade

List of figures in a typical report

- Figure 1: Chemical market pulp shipment-to-capacity ratios
- Figure 2: The seasonality of chemical market pulp shipments
- Figure 3: South American softwood shipments by destination
- Figure 4: Western European softwood consumption
- Figure 5: Latin American hardwood shipments by destination
- Figure 6: Bleached chemical market pulp demand by region
- Figure 7: Bleached market pulp demand growth, by region
- Figure 8: Bleached market pulp demand growth, by grade
- Figure 9: BCP demand forecast
- Figure 10: Market pulp capacity growth
- Figure 11: Supply-demand ratio v NBSK pricing
- Figure 12: Bleached chemical pulp ratio
- Figure 13: Supply and demand balance
- Figure 14: Supply and demand balance
- Figure 15: World-19 inventories in days
- Figure 16: Shipment-to-inventory ratio
- Figure 17: World weighted average costs of BSKP & BHKP supply
- Figure 18: Index of exchange rates of leading pulp producing countries
- Figure 19: Brent crude oil price
- Figure 20: NBSK price/conifer wood price
- Figure 21: BEKP price/non-conifer wood price
- Figure 22: Wood price (odmt) as a % of pulp price
- Figure 23: US lumber price vs. housing starts
- Figure 24: Canadian woodchip prices, East Canada and British Columbia
- Figure 25: BSKP production and delivery costs, cif West Europe
- Figure 26: BHKP production and delivery costs, cif West Europe
- Figure 27: Supply cost curves, BSKP and BHKP, Cash costs cif West Europe
- Figure 28: Pulp prices in US dollars and other currencies
- Figure 29: NBSK prices against the Canadian/US dollar exchange rate, since 1980
- Figure 30: NBSK prices against the euro/US dollar exchange rate, since 1980
- Figure 31: Regression analysis: NBSK prices v euro/US\$ exchange since 1980
- Figure 32: NBSK v The Economist Industrial Commodity Price Index
- Figure 33: Global printing & writing paper shipments
- Figure 34: North American UWF demand
- Figure 35: US uncoated freesheet converting margin
- Figure 36: West European printing & writing paper prices
- Figure 37: West European CWF papermakers' converting margins
- Figure 38: West European printing & writing demand and trade
- Figure 39: Chinese Imports of paper and board
- Figure 40: Tissue forecast demand growth
- Figure 41: The Global tissue furnish
- Figure 42: Tissue production & the impact on chemical market pulp demand
- Figure 43: Gross NBSK prices in USA, Europe, and China
- Figure 44: Short-term price forecast, in euro and US dollars
- Figure 45: European price differential vs. softwood consumption growth
- Figure 46: Chinese imports of bleached kraft pulp, 12 month moving total

Sample pages

Table 7: Bleached market pulp capacity developments, mtd summary 2007-2011

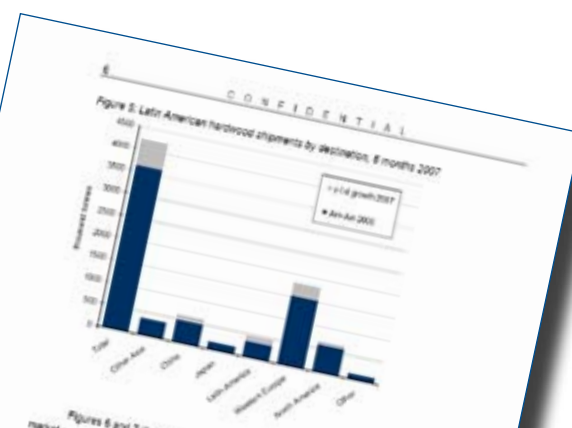
CONFIDENTIAL

Region	2007	2008	2009	2010	2011	Total
North America	1,000	1,000	1,000	1,000	1,000	5,000
Europe	1,000	1,000	1,000	1,000	1,000	5,000
Asia	1,000	1,000	1,000	1,000	1,000	5,000
Latin America	1,000	1,000	1,000	1,000	1,000	5,000
Other	1,000	1,000	1,000	1,000	1,000	5,000
Total	5,000	5,000	5,000	5,000	5,000	25,000

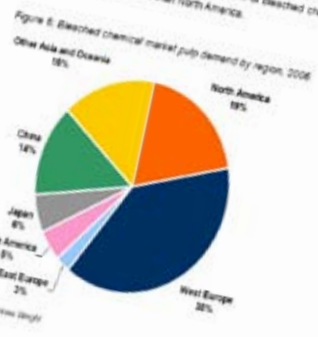
Table 8: Market pulp capacity projections, mtd 2017

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Region	2017	2018	2019	2020	2021	Total
North America	1,000	1,000	1,000	1,000	1,000	5,000
Europe	1,000	1,000	1,000	1,000	1,000	5,000
Asia	1,000	1,000	1,000	1,000	1,000	5,000
Latin America	1,000	1,000	1,000	1,000	1,000	5,000
Other	1,000	1,000	1,000	1,000	1,000	5,000
Total	5,000	5,000	5,000	5,000	5,000	25,000



Figures 6 and 7 illustrate the growing importance of China as a consumer of bleached market pulp. In 2006, China accounted for 14% of bleached chemical market pulp demand, just 5 percentage points less than North America.



3. Wood supply

The following charts illustrate the prices. Wood cost data is taken from Wood fibre price published by WRQ. Wood fibre price published by WRQ is a weekly industry in regions accounting for over 85% of...

In Q1 2007 the global conifer price index was 100. In Q4 2006, it is 17% higher than a year ago. The price index is still 17% higher than Q1 2006. Price index is still 17% higher than Q1 2006. Price index is still 17% higher than Q1 2006.

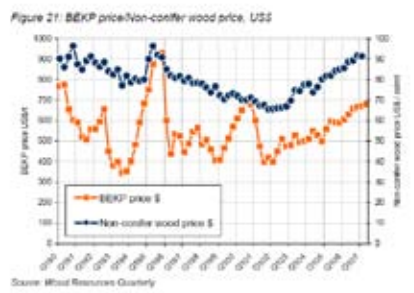
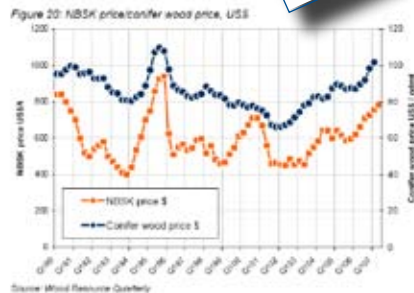


Table 9: Market pulp capacity projections, mtd 2017

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Region	2017	2018	2019	2020	2021	Total
North America	1,000	1,000	1,000	1,000	1,000	5,000
Europe	1,000	1,000	1,000	1,000	1,000	5,000
Asia	1,000	1,000	1,000	1,000	1,000	5,000
Latin America	1,000	1,000	1,000	1,000	1,000	5,000
Other	1,000	1,000	1,000	1,000	1,000	5,000
Total	5,000	5,000	5,000	5,000	5,000	25,000

The experience of Hawkins Wright

Hawkins Wright is a business consultancy based in London, UK, specialising in the provision of consultancy and business information services to the international forest products industry. The company was formed in 1982.

In addition to *The Outlook for Market Pulp* our regular multi-client services include *Defining the China Market*, (an annual study which segments and plots the development of the Chinese pulp, paper & board industry) and *Pulpwatch* (a monthly newsletter and website covering developments in the international pulp market).

In addition to these regular reports we provide single-client consultancy services for individual clients covering the full range of marketing and strategic topics.

Visit **www.hawkinswright.com** for more information on these and other services.

Availability and cost

An annual subscription to the *Outlook for Market Pulp* service costs **£4,750**.

The price includes hardcopies of the three main reports; electronic copies of the three interim reports; Hawkins Wrights responses to any (within reason) questions on pulp & paper markets that may arise during the year; and one or more presentation meetings with one of our consultants.

(Such meetings are normally arranged to coincide with major industry events – for example London Pulp Week or MPA – or when a consultant is travelling in the region. However, for specially arranged meetings we reserve the right to charge travel and subsistence costs. Such costs will always be agreed in advance.)

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