

Market Study: Fillers

Ceresana Research, Konstanz, Germany, 2011, 323 p. (volume one), 705 p. (volume two), from EUR 1,895.00

The new **Market Study: Fillers** from **Ceresana Research** forecasts that the global filler market will earn revenues of approximately USD 22.5 billion in 2018. In addition, Ceresana estimates the global filler market to see average growth rates of 2.5 % per year by 2018. In 2010, the Asia-Pacific was the largest sales market, generating about 45 % of the worldwide demand for fillers. The region was followed by Western Europe

and North America. A trend is that the filler market is partially shifting from North America and Western Europe to Asia-Pacific (ex Japan) in particular, but also to South America and Eastern Europe. The market research firm expects the Asia-Pacific to continue to significantly influence market dynamics over the next years. Rapidly developing emerging markets have the greatest growth potential, above all China

and India. Moreover, South America and the Middle East are forecast to register above-average growth of 2.9 – 4.2 %. The use of fillers in plastics is expected to continue to account for the largest share of demand. Paper production, which generated the

second-largest demand for fillers during 2010, will see the lowest growth over the next eight years. According to the study, the global elastomer industry will, for the first time, have a larger demand for fillers than the paper industry from 2014 onwards.