

Corrugated Cardboard Market: Key Research Findings 2013

◆ Research Outline

Yano Research Institute has conducted a study on the domestic corrugated cardboard market with the following conditions:

1. Research period: August to October, 2013
2. Research target: Manufacturers of corrugated cardboards, and corrugated cardboards materials, and trading companies
3. Research methodologies: Face-to-face interviews by the specialized researchers and surveys via telephone/email

◆ Key Findings

■ Domestic Corrugated Cardboard Market in 2012 Reached 13.28 Billion m², Which can Increase by 0.9% on Y-o-Y Basis in 2013

Size of the domestic corrugated cardboard market in 2012 increased by 1.0% from the previous year to attain 13.27538 billion square meters, calculation based on the production volume of corrugated cardboard sheets (the figures are quoted from “Current Survey of Production” by METI.) The market is anticipated to increase by 0.9% in 2013 reaching 13.52 billion square meters.

■ A Mid-Term View Shows Domestic Corrugated Cardboard Market in 2017 to Increase by 1.8% from 2012 to 13.52 Billion m²

Despite such factors as overseas transfer of production and decreasing population that reduce the size of domestic corrugated cardboard market, it is likely to expand from the mid-term aspect because of some other factors including increasing demand for pet-bottle beverages stemming from extreme heat in the recent summers and from prevailing online shopping that demands corrugated cardboard for packaging purchased goods to be home-delivered. Therefore, the market size in 2017 is anticipated to grow by 1.8% from the size in 2012 to reach 13.52 billion square meters (based on the production volume of corrugated cardboard sheets).

■ Kanto Occupies over 40% of Corrugated Cardboards Market Share by Region in 2012, Ever Higher Concentration to Some Regions Due to Increase of Beverage Demands

The Kanto area occupied more than 40% of the market share of corrugated cardboards by region in 2012 (quoted from “Current Survey of Production” by METI.) Although the Tohoku area increased by 5.7% from the previous year, due to rebound-effects for purchasing activities from their suppressed feelings caused by the Great East Japan Earthquake, Kanto, the largest beverage-consuming area, overwhelmed the demand for corrugated cardboards from anywhere else.

◆ **Report format:**

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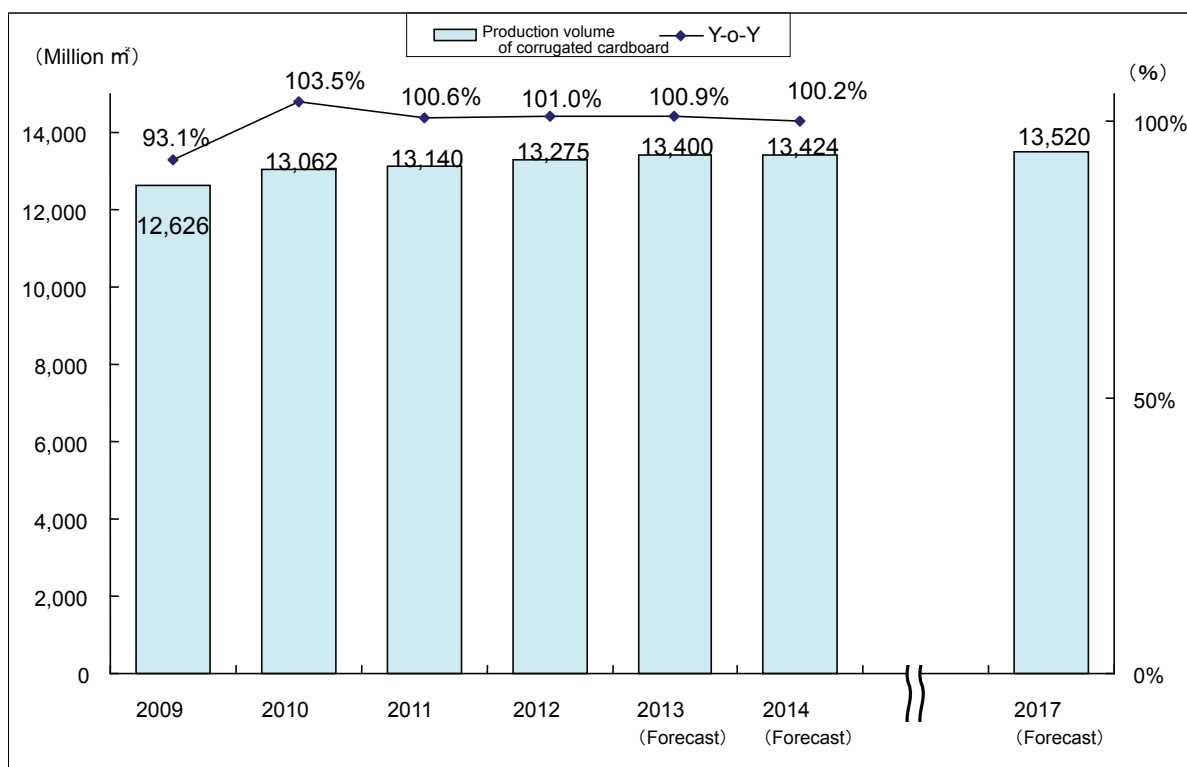
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■ **Figure 1: Transition and Forecast of Size of Global In-Vehicle Ethernet Market by Application**



Notes:

1. The figures are based on the production volume of corrugated cardboard (sheets).
2. The figures until 2012 are quoted from “Current Survey of Production” by METI, and the forecast figures in 2013 and beyond are estimated by YRI.

Estimation by YRI