Global Nanocellulose Market Information: by Type [Nanofibrillar Cellulose (NFC), Nanocrystalline Cellulose (NCC), Bacterial Cellulose (BCC)], Application (Composites & Packaging, Paper & Board, Paints & Coatings, Oil & Gas, Personal Care, and Others), and Region- Forecast till 2023

Synopsis of Nanocellulose Market:

Nanocellulose is a lightweight solid material derived from plant matter, which comprises of nano-sized cellulose fibrils. It is a pseudo-plastic material and exhibit the property of specific kinds of gels or fluids that are generally thick in normal condition. It is generally obtained from wood pulp though it can be manufactured from any cellulosic source material. It is used to improve the rheology of food, pharmaceuticals, and cosmetics. It possess superior properties such as excellent thermal stability, dimensional stability, lightweight, and high water binding capability, which make it suitable to use in numerous applications such as paper & board, paints & coatings, personal care, composites & packaging, oil & gas, and others.

The Global Nanocellulose Market is expected to grow at a moderate CAGR over the forecast period. Some of the important factors attributed to the growth of the global market are increasing automotive production & sales, improving living standards, and expanding cosmetics market. Furthermore, the demand for Nanocellulose is anticipated to witness a significant growth over the forecast period owing to surging oil & gas industry. Increasing crude oil production across the globe is expected to drive the market growth in the near future. Furthermore, rapid urbanization combined with rising disposable income in developing economies is projected to fuel the demand during the review period. Additionally, continuous expansion of the paints & coatings sector along with the demand for biodegradable material is estimated to fuel the market growth. Moreover, expansion of personal care industry in developed and developing countries is expected to drive the growth of the market over the forecast period 2017-2023.

The Global Nanocellulose Market Share by Application (2016), (%):
Regional Analysis:

Geographically, the Nanocellulose Market is segmented into five regions: Asia Pacific, Europe, Latin America, North America, and the Middle East & Africa. Among these, Asia Pacific region is estimated to grow at the highest CAGR over the assessment period owing to the expansion of composites & packaging as well as automotive sector. The demand for Nanocellulose is predicted to surge in various countries of Asia Pacific such as China, India, Vietnam, Thailand, Malaysia, Bangladesh, South Korea, and Japan on account of increasing middle class population combined with the continuous growth of new purchase light weight automobile vehicle. Furthermore, rising number of light weight and heavy duty vehicles on road have significantly contributed to the Nanocellulose Market. Moreover, with the technological advancement and its high adoption rate are expected to propel the growth of the market during the assessment period 2017-2023. Some other factors attributed to the market growth in Asia Pacific are availability of inexpensive labor & raw material, cheap set up manufacturing cost, and moderately stringent regulatory framework.

North America has emerged as the largest market for Nanocellulose followed by Europe and Asia Pacific. North America is predicted to witness a moderate growth on account of high consumption potential, rising production capacities, and increasing economic growth rate. In North American region, countries such as the U.S. and Canada are among the major contributors to the regional growth of Nanocellulose Market and are predicted to see a significant demand during the review period 2017-2023. The U.S accounts for the largest market share and is followed by Canada in terms of value & volume, and is projected to grow at a healthy CAGR due to growing composites & packaging sector. In Europe, the demand for Nanocellulose is estimated to grow in various countries such as Poland, Italy, Germany, Spain, the UK, France, and Russia due to rising expenditure in innovation and increasing purchasing power of consumers. Germany and the UK have emerged as the prominent consumer market on account of increasing automotive production and sales coupled with increasing demand for lightweight passenger cars. Latin American countries such as Argentina, Colombia, and Brazil are also estimated to witness moderate growth due to rising consumer spending on cosmetics and personal care products. The Middle East & Africa is predicted to witness a significant growth during the review period due to tremendous growth of oil & gas industry.

Segmentation:

The Global Nanocellulose Market is categorized on the basis of type, application, and region. On the basis of type, the market is segmented into nanofibrillar cellulose (NFC), nanocrystalline cellulose (NCC), bacterial cellulose (BCC). On the basis of application, the market is classified into composites & packaging, paper & board, paints & coatings, oil & gas, personal care, and others. On the basis of region, the market is categorized into Asia Pacific, Europe, Latin America, North America, and the Middle East & Africa.

Key Players:
Some of the prominent players operating in the Global Nanocellulose Market are DAICEL FINECHEM LTD (JAPAN), NIPPON PAPER INDUSTRIES CO., LTD. (Japan), Borregaard (Norway), CelluForce (U.S.), Sappi Ltd. (South Africa), Kruger Inc. (Canada), STORA ENSO (Finland), AmericanProcess Inc. (U.S.), UPM (Finland), J. RETTENMAIER & SÖHNE GmbH + Co KG (Germany), and others.

**Intended Audience**
- Nanocellulose Manufacturers
- Traders and Distributors of Nanocellulose
- Production Process Industries
- Potential Investors
- Raw Material Suppliers
- Nationalized Laboratory

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