

Abstract

Cellulosics markets over the last 5 years began to show a challenging series of emerging trends which are shaping our industry landscape for the decades to come. A traditional market, cellulosics fibres historically tended to shrug off these challenges through slow and steady improvements and less than noteworthy innovations. A change in consumer lifestyles, buying behavior, demand as well as a shifting feedstock dynamic could be slowly adapted to and the course of the industry changed in slow, measured steps to accommodate these changes. However, the pace of change has increased rapidly, far quicker than the industry is adapting and the impact of covid-19 has served to accelerate that change and disrupt its steady adaption of new demand and supply characteristics. We look to understanding how the landscape has changed and where it is heading. This by way of setting the current cellulosics market scene and highlighting some emerging trends that it is believed will increase their disruption of our industry and necessitate some step shifts as to how we view our markets.

Looking at the conference, it was important for us to reevaluate the changed world in terms of supply and demand and what this implies going forward. This is one abstract submitted.

The second one is for us , critical to where we as a cellulosic industry are heading and takes a view of 10 emerging trends within the consumer market and how we see these trends influencing the market as well as highlighting the opportunities and threats