

Scenari Mercato carta Newsprint

Evoluzione mercato quotidiani

Richiesta Newsprint 2000-2006

Prospettive richiesta mercato 2007-2012

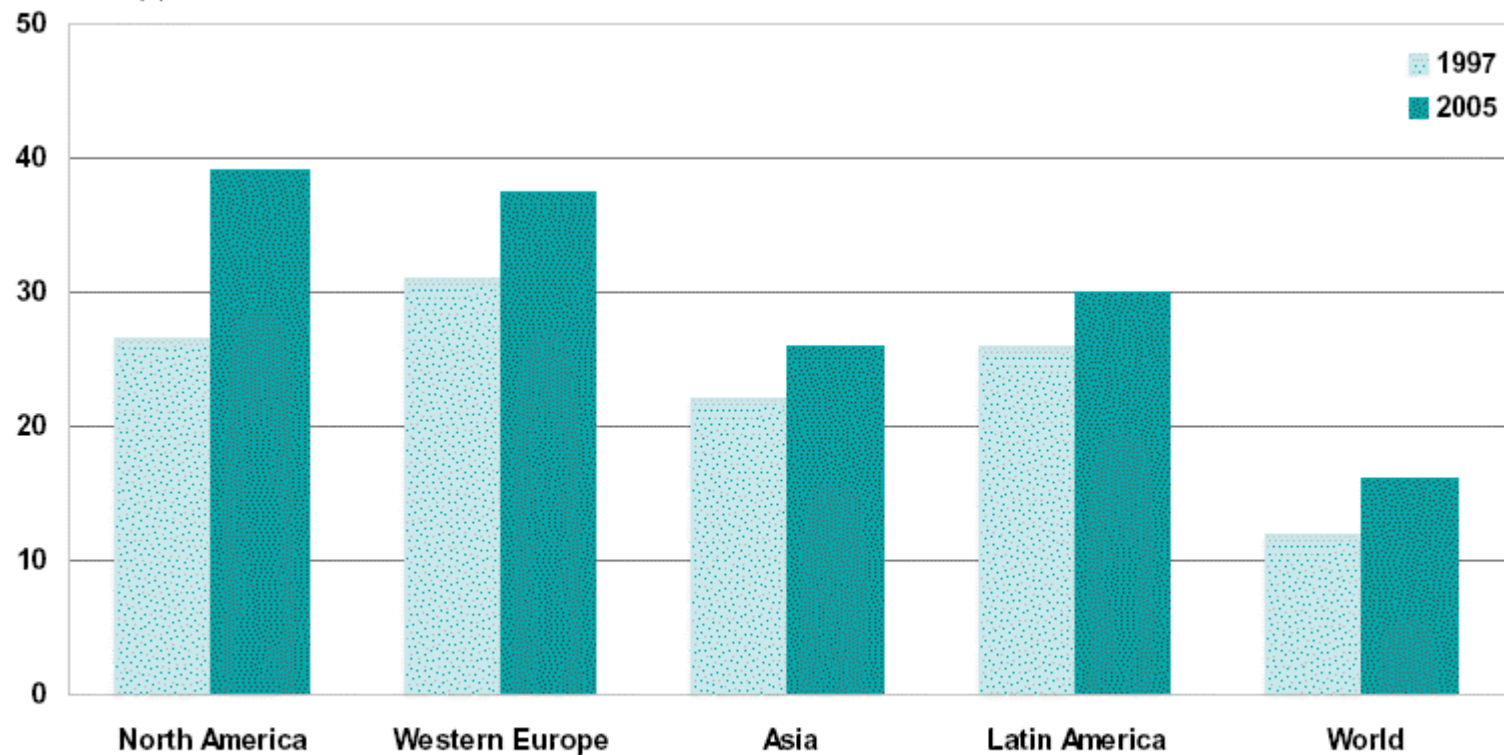
Dati consuntivi mercato mondiale quotidiani 2005 (Fonte FIEJ Paris 6/2/07)

- ***DATI CONFRONTO 2005 RISPETTO a 2001***
- **Numero testate quotidiani stampati 10.104 contro 8.930**
- **Diffusione globale quotidiani 2005 rispetto a 2001 + 9,95 %**
- **Copie giornaliere quotidiani gratuiti 28.000.000 contro 12.000.000**
- ***DATI 2005***
- **Diffusione mondiale quotidiani 2005 rispetto a 2004 + 2,36 %**
- **Copie giornaliere vendute > 450.000.000**
- **Lettori quotidiani di giornali pagati > 1.400.000.000**

Concentrazione dell'Industria cartaria

Quote di mercato delle TOP 5

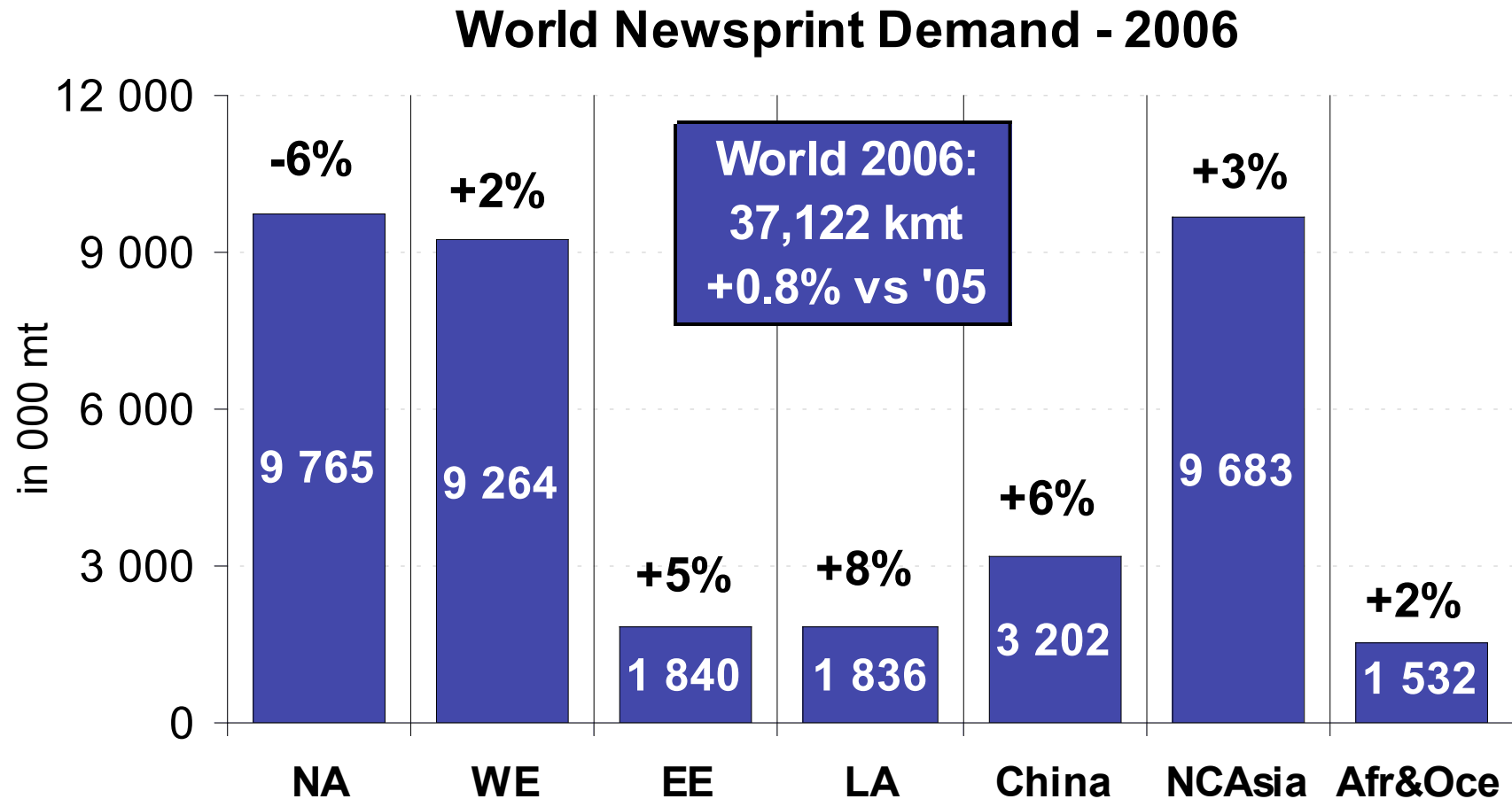
(Abitibi-Bowater, Norske-Skog, Stora-Enso, UPM, Nippon Paper)



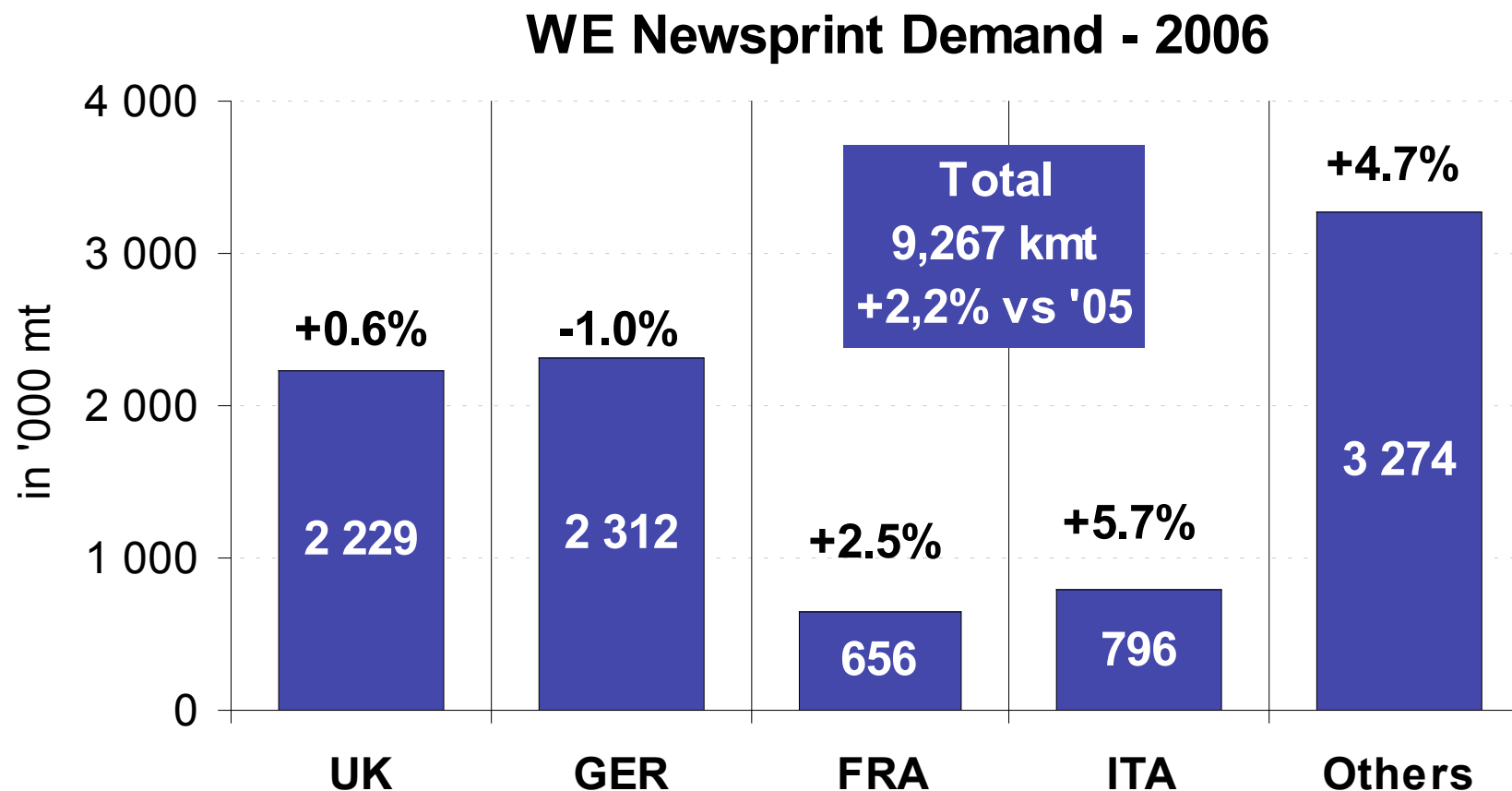
Source: Jaakko Pöyry
Consulting

C(5) = combined share of top five firms

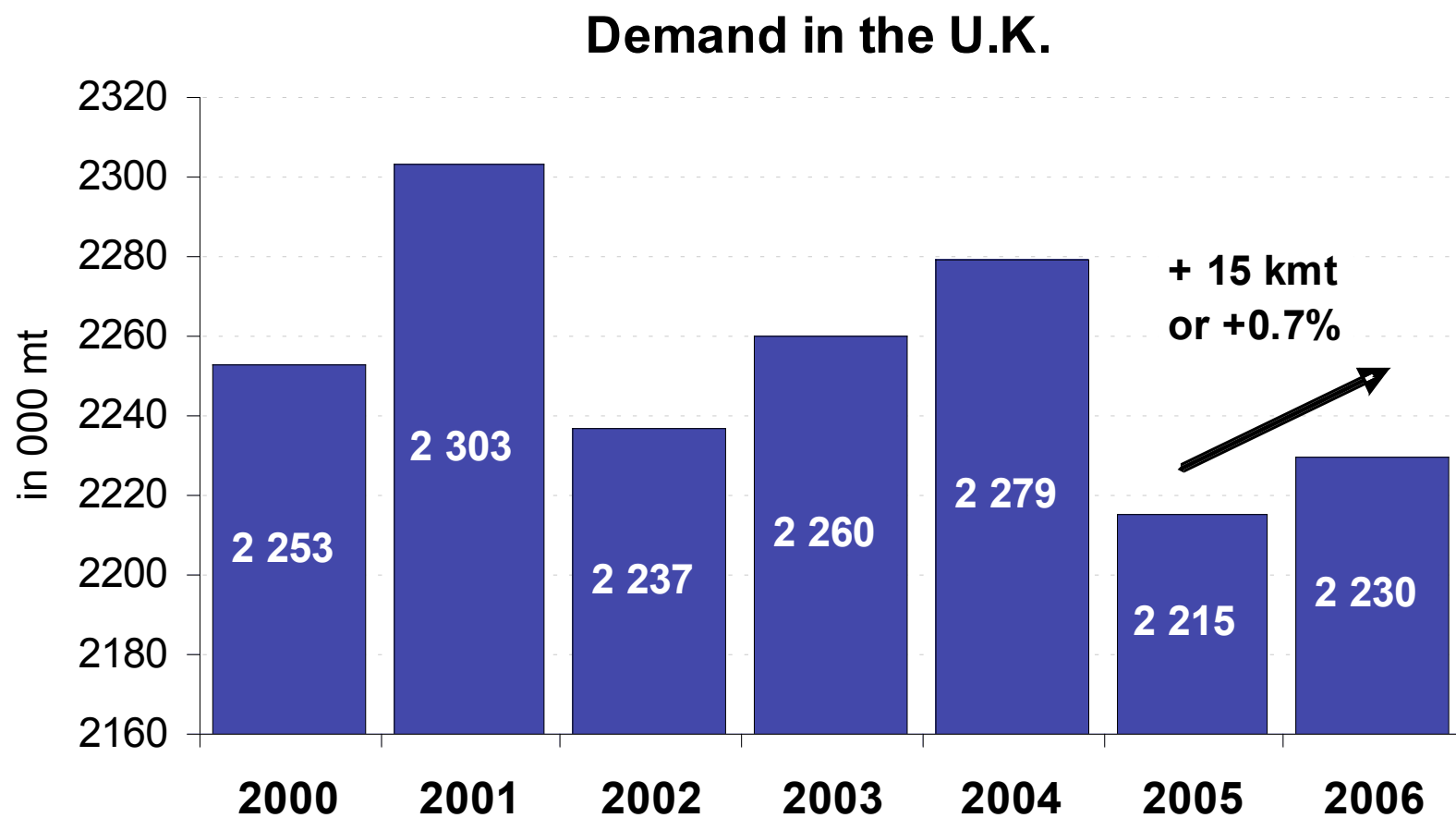
Richiesta mercato mondiale Newsprint 2006 (Fonte PPC)



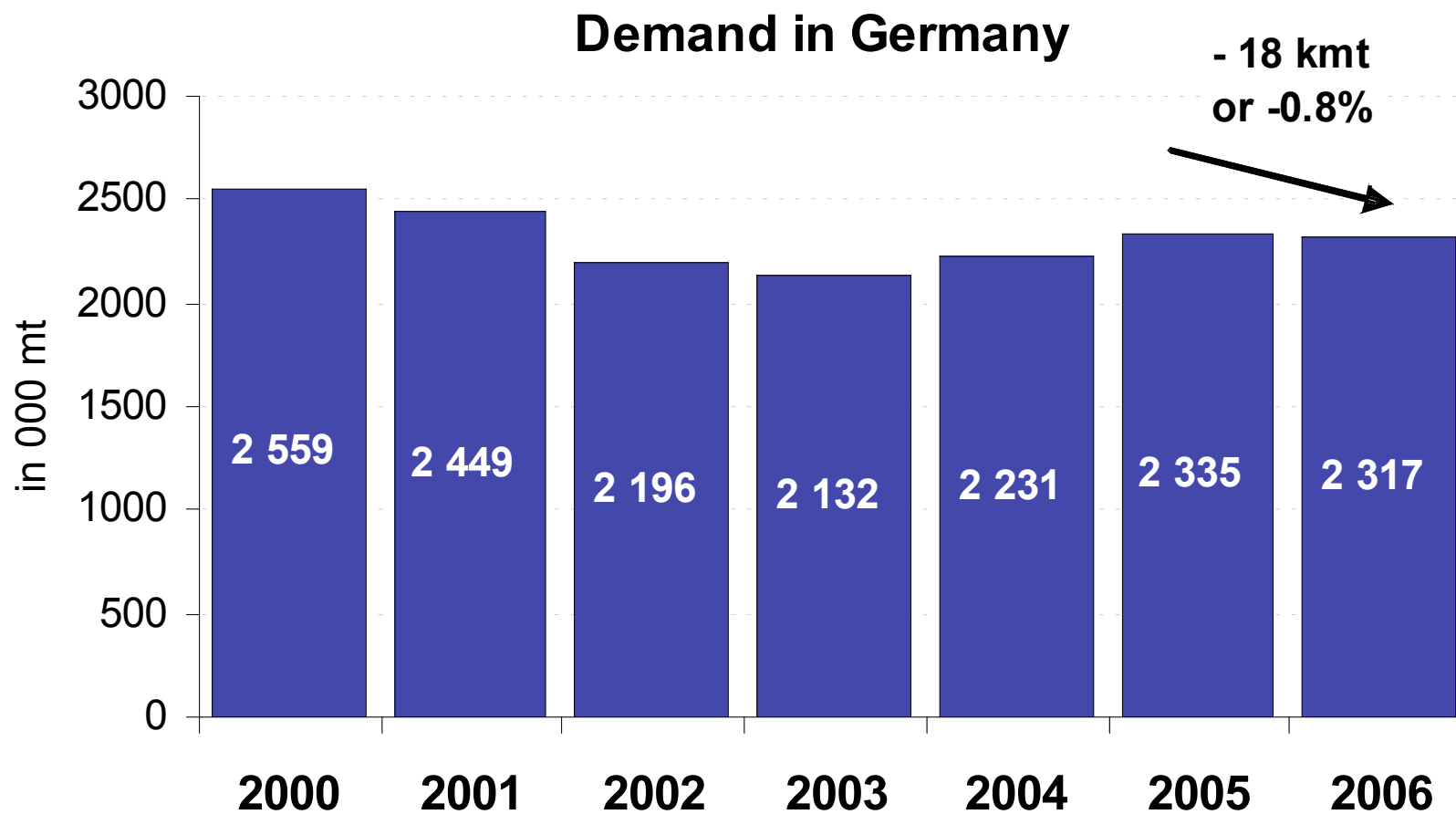
Richiesta mercato West Europe Newsprint 2006 (Fonte PPPC)



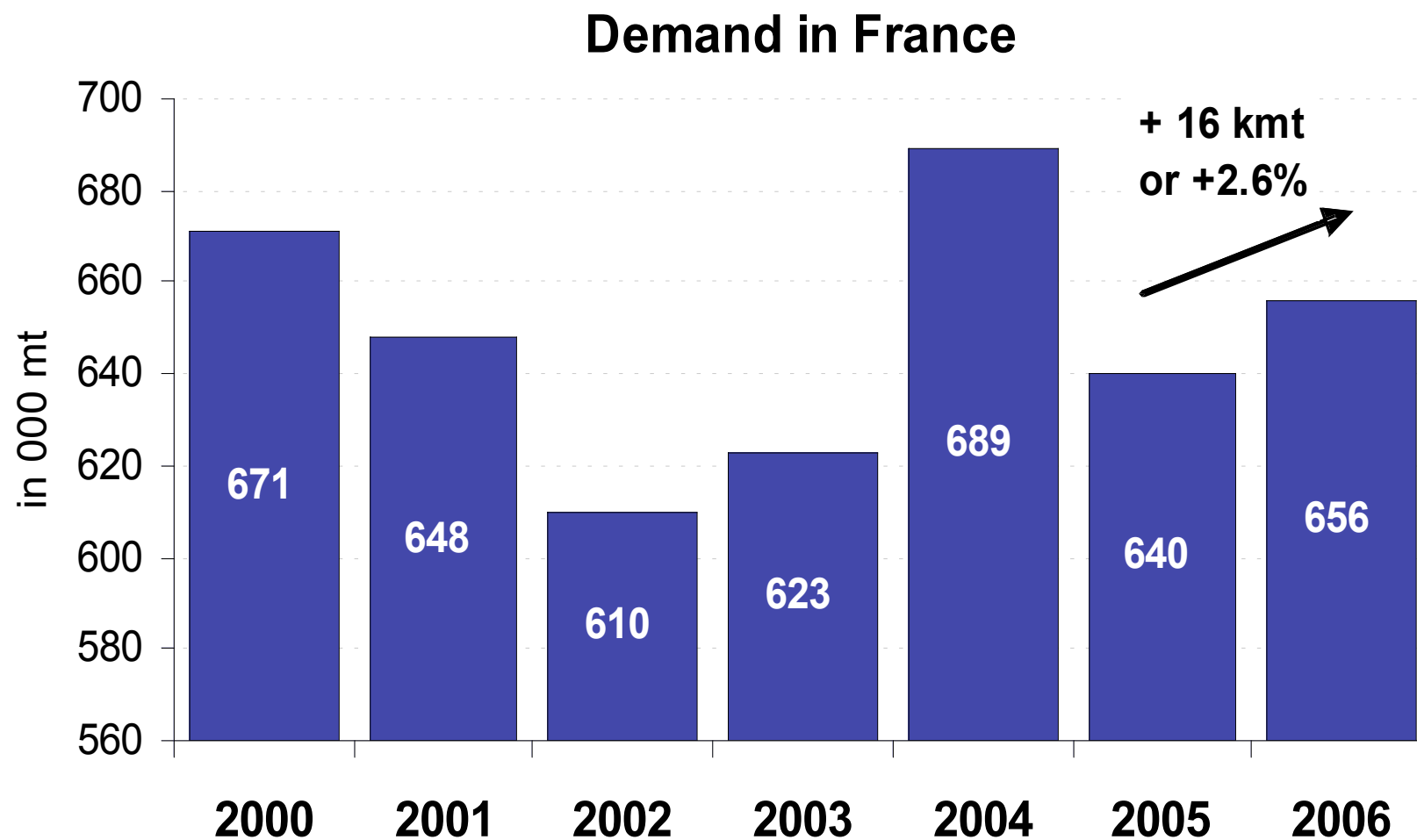
Richiesta mercato Newsprint Inghilterra 2000-2006 (Fonte PPPC)



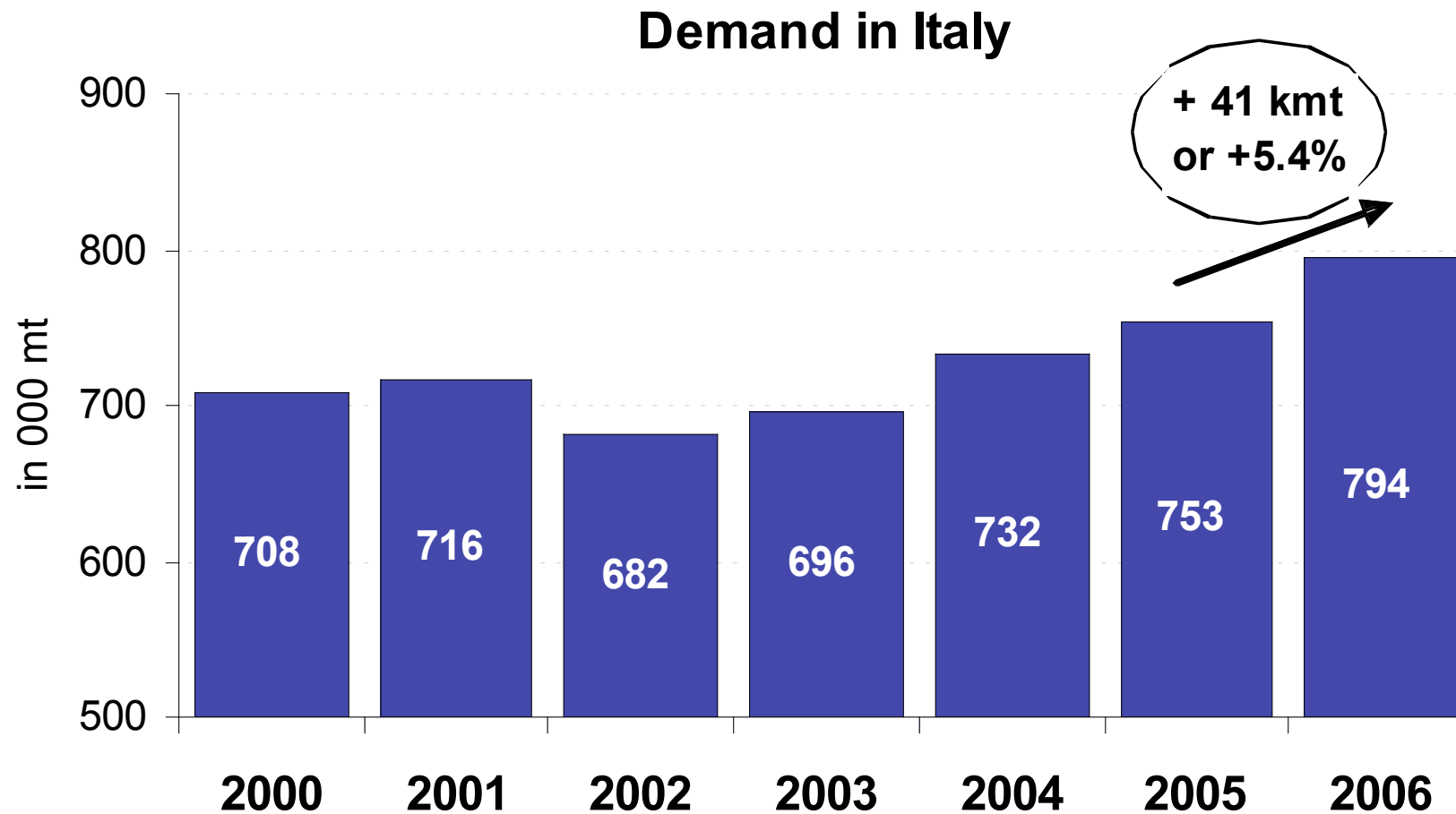
Richiesta mercato Newsprint Germania 2000-2006 (Fonte PPPC)



Richiesta mercato Newsprint Francia 2000-2006 (Fonte PPPC)



Richiesta mercato Newsprint Italia 2000-2006 (Fonte PPPC)



Modifica capacità produttive dal 2005

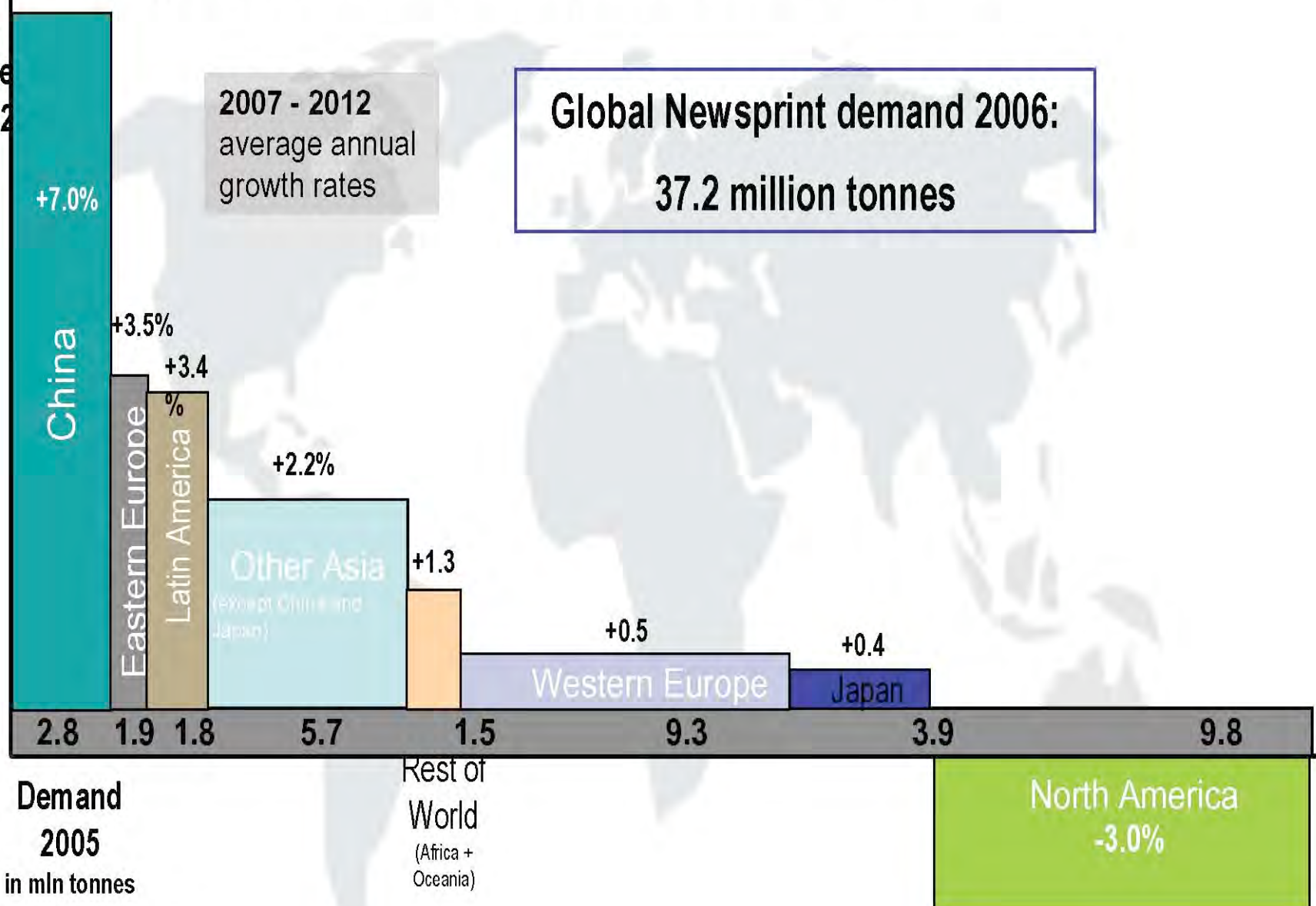
- ***EUROPA***

- **Norske Skog Mill Union Norvegia (- 260.000 ton)**
- **Abitibi Bridgewater Gran Bretagna (- 60.000 ton)**
- **Holmen Madrid Spagna (+ 300.000 ton)**

- ***NORD AMERICA***

- **Dismesse o trasformate 1.200.000 ton**

Average
growth rate
2007 – 2012
in % p.a.



Source: PPC 2005-2007, 2008-2011 J. Pöyry,