



# Corrugated Segmentation Study and Opportunity Assessment

## Business Development

### Major Segments Reviewed with # of Sub Segments

- Application - 7
- Board Weight - 8
- Channel - 8
- Customer Size - 5
- Flute Type - 5
- Liner Type- 3
- Merchandising  
Materials - 3
- Print Process - 5
- Product Category - 8
- Regional Demand - 5
- Surface Treatment - 4
- Trays / Retail Ready – 4

### Who Should Buy?

- Containerboard Produc-  
ers
- Corrugated Box Plants
- Mill Chemical and Mate-  
rial Suppliers
- Box Plant Chemical and  
Equipment Suppliers
- Board Distributors and  
Intermediaries
- Industry Investors and  
Analysts
- Corrugated Box / Mate-  
rial Buyers

BDA announces a new study of the North American Corrugated Market.

This in-depth study contains 100 pages of insightful content and 86 tables and charts. The study provides a new look at the category and its major product and market segments and analyzes the impact and implications of recent / emerg- ing developments on the per- formance of these individual segments and the category as a whole. The base year is 2008 with projections to 2013 and historical perspective from 2003.

### Segmentation Analysis and Scope

Major segments and sub- segments will be analyzed in detail and in the context of the overall drivers of category de- mand. 12 different segmenta- tions of the overall category volume will be performed (as shown in the list to the left) re- sulting in over 60 individual sub-segments that are analyzed and quantified.



The scope of the analysis in- cludes the following:

- Market size and demand drivers
- Volume and demand / growth trends (2003, 2008, 2013)
- Sub segment breakdowns and analyses
- Future demand outlook and likely developments
- Technology and end user developments
- End user / retailer dynamics and emerging changes / de- velopments.



## Study Content

Over 60 individual product and market segments will be analyzed and quantified. These segments are the most important within the North American corrugated market. The base year is 2008 with volume estimates and growth rates provided since 2003 and through 2013.

A total of 86 tables and charts are included as detailed below.

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**North American Corrugated Packaging Segmentation Study**  
**and Opportunity Assessment**

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### Study Methodology

This study is based on a wide range of data sources and analytical techniques. Information sources include:

- Personal interviews and discussions with industry supply chain members including end users, converters, paper producers, merchants, suppliers, and other intermediaries and industry observers.
- Retail store, warehouse, commercial channel field visits
- Government census, economic, trade, and manufacturer surveys and databases
- Industry information sources including trade journals, associations, company websites, product releases, published studies and surveys, association data, and other publicly available information
- Internal databases, analysis, and professional experience.



### BDA Qualifications / Expertise

BDA's principal, Frank Perkowski, has over 30 years of experience within the paper and packaging industry in senior marketing positions. This includes direct experience in graphic paperboard markets and over twelve years as an industry-focused management consultant. As a consultant, Frank has worked on over 180 consulting assignments helping industry clients solve a wide range of business and market-related problems. This is a follow-up to a 2005 study on the graphic corrugated market.

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### STUDY PRICING

Through BDA's association with TAPPI, buyers may order this study through TAPPI where members receive a \$200 discount. To place an order, visit the TAPPI website at [www.tappi.org/reports](http://www.tappi.org/reports) or call Member Connection at 1 800 332-8686 (USA), 800 446-9431 (Canada), or +1 770 446-1400 (Worldwide).

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