

Note: Key data/information in this sample page is hidden, while in the report it is not.

## 1 Consumption

### 1.1 Mass balance for Chinese titanium dioxide

In 2010, Chinese titanium dioxide is mainly consumed in coating, plastic and papermaking industries, with the consumption volume of ■ tonnes, ■ tonnes and ■ tonnes respectively. Meanwhile, titanium dioxide is also consumed in other fields, including welding rod, chemical fiber, rubber, ink and so on.

### 1.2 Market overview of Chinese titanium dioxide

Generally speaking, coating, plastics and papermaking are the major three consumption fields of titanium dioxide in China in the past five years. The consumption volume in these three fields increased from ■ tonnes in 2006 to ■ tonnes in 2010, with the CAGR of ■%. And in H1 2011, the consumption volume in these three fields is ■ tonnes, accounting for about ■% of the total.

Table 1.2-1 Consumption volume of titanium dioxide in major end use segments in China, 2006-2010, tonne

Year	Coating	Plastic	Papermaking	Others	Total
2006	■	■	■	■	■
2007	■	■	■	■	■
2008	■	■	■	■	■
2009	■	■	■	■	■
2010	■	■	■	■	■
CAGR	■	■	■	■	■

Source: CCM International

### 1.3 Chinese titanium dioxide consumption situations

China is one of the largest consumers of titanium dioxide in the world. The apparent consumption volume of titanium dioxide in China accounts for about ■% of the global consumption volume.

From 2006 to 2010, the apparent consumption of domestic titanium dioxide increased from ■ tonnes to ■ tonnes, with the CAGR of ■%, and the apparent consumption goes to ■ tonnes in H1 2010.

### 1.3.1 Coating

In China, coating is the largest consumption field of titanium dioxide, with about █% of the total used in the industry in H1 2011, reaching about █ tonnes.

From 2006 to 2010, the consumption volume in the coating industry increased from █ tonnes to █ tonnes, with the CAGR of █%. There are three major categories of coating using titanium dioxide, which are architectural coating, industry coating and specialty coating.

Table 1.3.1-1 Some end-users of titanium dioxide in the coating industry in China, 2011

No.	Company name	Titanium dioxide demand volume, tonne	Type	Origin
1	Nippon Coating (Chengdu) Co., Ltd.	█	Rutile	Imported, domestic
2	Carpoly Chemical Group Co., Ltd.	█	Rutile, anatase	Imported, domestic
3	Jotun Coating (Zhangjiagang) Co., Ltd.	█	Rutile	Imported
4	Akzonobel Changcheng Coating (Guangdong) Co., Ltd.	█	Rutile, anatase	Imported, domestic
5	BASF (Shanghai) Coating Co., Ltd. Guilin Exterior Wall Coating Co., Ltd.	█	Rutile	Imported
6	Shanghai Jizhong High Polymer Co., Ltd.	█	Rutile	Domestic

Source: CCM International