

## Overview of China Tape Industry in 2012

The output of China tape industry was 15.72 billion square meters in 2012, increasing 6.2% compared with the previous year. The sales value was 32.98 billion RMB (appr. 5.36 billion USD) in the same period, increasing 11.7%.

BOPP packaging tape totaled 7.70 billion square meters, occupying 49.0% of the total production, and increasing 2.7% comparing with the previous year. Meanwhile, its sales value was only 6.54 billion RMB (appr. 1.06 billion USD), occupying 19.8% of the total value, and decreasing 16.2%. One of the slump reasons is the capacity of BOPP packaging tape increases too fast, so that the operation rate is normally less than 70%. Low technology requirement and slow technical advancement of BOPP tape have resulted in cruel market competition as well as undersell. In addition, some general-purpose PVC electrical tape, protective tape and PET tape also need transformation and upgrading, so as to improve their product grade and technical content.

According to the customs statistics, China exported 0.7402 million tons of tape products in 2012, at the amount of 2.985 billion USD, increasing 6.7% and 13.9% respectively compared with the year 2011. At the same time, China imported 0.1493 million tons of tape products, at the amount of 3.114 billion USD, increasing 0.7% and 12.2% respectively.

In 2012, China has reviewed and initially approved five (5) national standards and one (1) industry standard for tape. They are:

1. Test method for thickness of adhesive tapes
2. Measurement of static shear adhesion for adhesive tape
3. Self adhesive tapes measurement of breaking strength and elongation at break
4. Determination of peel adhesion properties for adhesive tape
5. Pressure sensitive adhesive tapes of PE protective film
6. Pressure sensitive adhesive label for general purpose

There still exist three main problems for the tape industry: domestic market demand is inadequate, excess production capacity is becoming serious, overall product competitiveness is poor.

Development trend estimate for 2013 is: China tape industry economy has been running stably, overall price level has maintained stable, and enterprise performance has improved slowly.