

3.2 END USERS

The end user industry for pulp is the Mexican paper industry, which will be described below in section 4.1.3: Local Production.

4. PAPER

4.1 MARKET ASSESSMENT

4.1.1 APPARENT CONSUMPTION

The total Mexican market for paper, excluding manufactured paper products, amounted to \$2.3 billion in 1988 and grew by 8.7% in 1989 and further 8.5% in 1990, driven by an increase in both imports and domestic production. In 1991, apparent consumption grew by another 5.7% to reach \$2.9 billion. Preliminary figures for 1992 point towards a further 4.1% growth of the market, in this case in response to a major increase in imports. By 1995, the total market is expected to reach \$3.5 billion after an average annual growth of 4.5%.

The following table reflects total apparent consumption of paper in Mexico for the 1988-1992 period in terms of dollar value.

TABLE 12
THE MEXICAN MARKET FOR PAPER
VALUE
(\$million U.S. dollars)

	1988	1989	1990	1991	1992e	1995p
Production	2334.4	2462.7	2583.4	2586.0	2610.8	2811.5
+ Imports	149.1	195.9	247.1	369.8	502.9	706.9
- Exports	164.6	137.7	95.3	65.4	63.6	48.4
TOTAL	2318.9	2520.9	2735.2	2890.4	3050.1	3470.0

e = estimated based on January-June data; p = projected

Source: Based on import and export data by Secretaría de Comercio y Fomento Industrial (SECOFI) and the Statistical Memoir of the National Chamber for the Pulp and Paper Industries (CNICP).

The following table is defined in volume and, similarly to Table 11, only includes definitive imports. As a reference, total temporary imports of paper were valued at 32,386 tons in 1988, then increased to 64,981 tons in 1989 and 66,528 tons in 1990, but fell to 43,857 tons in 1991. During the first three years, paper for packaging accounted for an average 85% of total temporary imports, but in 1991 this participation fell to 8.6% while printing and writing paper contributed with 80% of total temporary imports.