

NONWOVENS

INDUSTRY

SOUTHEAST ASIA EDITION

**NONWOVENS
INDUSTRY
FEBRUARY 2022**

SOUTH EAST ASIA SPECIAL EDITION



Nonwovens Growth in SE Asia Tracks GDP

24% growth in spunmelt/spunbond production tracked with a return to SE Asian GDP growth of 5% overall this year making this one of the most dynamic markets for nonwovens globally.

Personal Care Spending Holds Steady

Ipsos reports a sharp post-covid recovery for the personal care categories for SE Asian markets, pointing the way to solid results for nonwovens producers and their end product customers this year.



Southeast Asia Nonwoven Capacity and Demand Development

Surge in demand for PPE has bolstered nonwovens production in the region

Unprecedented economic activity, as measured by year-over-year GDP growth, led among the five major Southeast Asian countries in 2020. The Coronavirus had a devastating impact on key industries among the Asian five group, particularly in those countries heavily dependent upon tourism. Like in nearly every country worldwide, the Coronavirus led to health closures, business lockdowns and a sharp rise in unemployment. Governments reacted with various measures to stimulate and dampen spending.

While economic uncertainty exists in the region recovering progress for 2021, the overall outlook is positive. Achievement of forecasted GDP growth will depend on the management of economic stimulus, control of the virus, recovery in tourism, and managing the risk from financial sector and external conditions. Economic strength in China is expected to bolster the Asian five's economic prospects going forward. Relations between the Asian five countries and China, COVID-19 tensions between China and the U.S. could lead to the end of the Coronavirus and the change of administration in the United States.

Full percentage rebound of 2020 GDP growth among the five key Southeast Asian countries are shown in table one. Only Vietnam recorded positive GDP growth in 2020, up 2.4%. The region's largest economy, Indonesia, recorded a contraction of 2.4% in 2020, according to the World Bank.

2021, following a weak year in 2020, is expected to see a rebound in GDP growth. The region's largest economy, Indonesia, is expected to see a rebound in GDP growth in 2021, following a weak year in 2020. The region's largest economy, Indonesia, is expected to see a rebound in GDP growth in 2021, following a weak year in 2020.

| Country | 2019 | 2020 | 2021 |
|-------------|------|------|------|
| Thailand | 2.4 | -6.4 | 4.5 |
| Malaysia | 4.3 | -5.2 | 7.0 |
| Vietnam | 7.0 | 2.6 | 7.0 |
| Philippines | 6.0 | -9.0 | 5.9 |
| Indonesia | 5.0 | -2.4 | 4.0 |
| China | 6.1 | 1.8 | 8.0 |

Online

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EXPERT ENGINEERING AND MANUFACTURING SERVICES FOR THE HYGIENE AND MEDICAL INDUSTRIES

Kimberly-Clark Completes Softex Acquisition

Purchase strengthens its position in the Southeast Asian personal care market

- Softex
- Kimberly-Clark Corporation today announced the final of its previously announced acquisition of Softex Indonesia, a leader in the fast-growing Indonesian personal care market.
- This acquisition accelerates our growth with strong market share in key personal care categories across Southeast Asia's largest economy, says Mike Hines, Chairman and CEO, Kimberly-Clark. "As we move ahead, we will leverage our combined strengths in innovation and brand building while maintaining the local market expertise and advantages that Softex brings."

RELATED CONTENT

- Kimberly-Clark Announces \$1.2 Billion Acquisition of Softex Indonesia
- World of Women Attends
- IFC Makes Executive Leadership Changes
- Victoria Group Displays Contract Manufacturing Offerings
- IFC Invests in Singapore Site

SUGGESTED READINGS

- Indian States to Sell Subsidized Pulp to Rural Women
- Nonwovens Industry Launches Online Register Directory
- The 2021 China International Creditable Paper Face (CIP) 2020-21 Show Preview

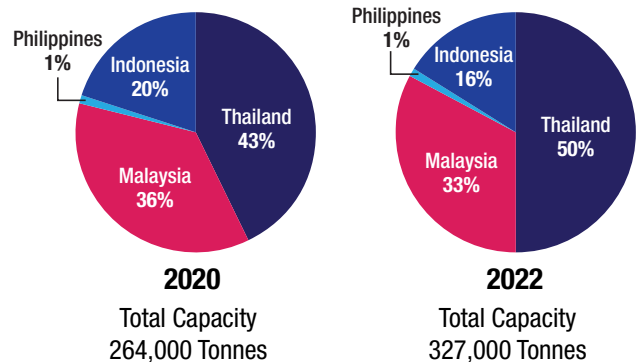
Spring 2021

Print

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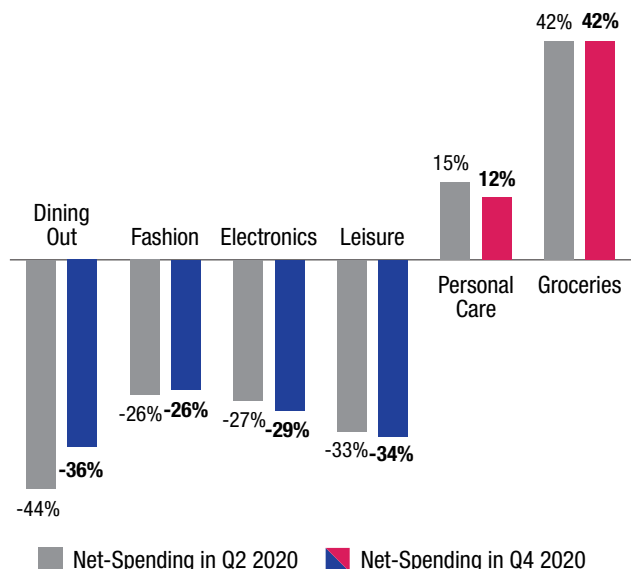
OC Development Center January 2021

Southeast Asia Nonwoven Capacity and Demand Development



Price Hanna Consultants LLC estimates

Expected Net Spending on Consumer Categories Compared to Pre-Pandemic



Ipsos Strategy3 Southeast Asia, 2021



NONWOVENS INDUSTRY SOUTH EAST ASIAN EDITION 2022

Distribution: 4,500
Plus BONUS Circulation at Key Trade Shows

What is it?

Nonwovens Industry Asian Edition will be a separately printed magazine distributed together with the February 2022 Issue of Nonwovens Industry. It will be published separately on our website in digital and html formats, as well as in mobile app format.

What will it contain?

Fresh, dedicated South East Asian editorial provided by the editors of Nonwovens Industry supported by the staff of Ringier Trade Media, in Hong Kong and Singapore.

Where will it go?

It will be distributed to the full, qualified list of Nonwovens Industry & Breaking News in Asia, 2,600 subscribers, as well as to targeted subscribers in Filtration, Household/ Personal Care, Automotive & Medical markets. An html version as well as a digital version will be available on our website, www.nonwovens-industry.com. As circumstances permit, it will receive bonus distribution at the following events:

Mar 8-10 – Outlook India (New Delhi)

Apr 20-21 – Outlook Asia (Singapore)

July 6-8 – Andtex 2022 (Bangkok)

What will it cost?

Full page, four color insertions **only \$2,400***

*Cannot be combined with other Rodman Publications for earned frequency.

Don't miss this superb opportunity to influence the important South East Asian nonwovens markets in 2022

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