

# Diethyl Maleate Market by End Use (Adhesives, Emulsion Paint, Surfactants & Wetting Agent, Plasticizer, Textile Coating, and Others): Global Opportunity Analysis and Industry Forecast, 2019-2026

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## Abstracts

The global diethyl maleate market was valued at \$242.6 million in 2018, and is projected to reach \$326.1 million by 2026, growing at a CAGR of 3.7% from 2019 to 2026.

Diethyl maleate (DEM) is a maleic acid, which acts as a non-phthalate plasticizer, and is used in resins to provide flexibility and elasticity. These types of polymerizations with diethyl maleate occur during the production of adhesives, emulsion paints, surfactants, textile coatings, and wetting agents. In particular, DEM is used as a chemical intermediate in the production of surfactant sodium diethyl sulfosuccinate, which is used as a wetting agent for detergent.

The growth of the global diethyl maleate market is majorly driven by increase in demand for surfactants, which find their application across industries such as soaps & detergents, personal care, lubricants and fuel additives, industry & institutional cleaning, food processing, and oilfield chemicals. In addition, DEM is applicable in the manufacture of sulfosuccinates, which are used as wetting agents for detergent applications. DEM acts as a non-phthalate plasticizer, and is used in automobiles to join the various parts, thereby replacing the use of metal nuts & bolts and reducing the overall weight of the vehicle. Increase in the demand for lightweight and higher fuel-efficient vehicles is expected to boost the demand for non-phthalate plasticizers, which in turn will drive the growth of the global diethyl maleate market. Moreover, upsurge in demand for packaged food by consumers owing to hectic schedule and changes in eating habits is expected to augment the need for food contact cling films. This is

attributed to significantly contribute toward the growth of global market, as dioctyl maleate is used in the manufacturing of food contact cling films. The demand for food contact cling films is further anticipated to grow at a considerable rate, as they enhance the shelf life of food products. However, availability of large number of substitutes such as dioctyl phthalate (DOP), dioctyl adipate (DOA), and dibutyl maleate (DBM) at lower prices is expected to hinder the growth of this market. On the contrary, implementation of stringent government regulations on usage of phthalates is expected to offer lucrative opportunity for market expansion, as dioctyl maleate acts as non-phthalate plasticizer, which is nontoxic in nature.

The global dioctyl maleate market is segmented based on end use and region. Depending on end use, the market is classified into adhesives, emulsion paint, surfactants & wetting agent, plasticizer, textile coating, and others. Region wise, it is analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, France, Italy, Spain, UK, and rest of Europe), Asia-Pacific (China, India, Japan, South Korea, India, and rest of Asia-Pacific), and LAMEA (Brazil, Saudi Arabia, South Africa, and rest of LAMEA).

The key players operating in the dioctyl maleate industry include Biesterfield AG, Celanese Corporation, ESIM Chemicals, HallStar, Hangzhou Qianyang Technology Co., Ltd, Henan GP Chemicals Co., Ltd., Merck KGaA, Polynt SpA, Shandong Yuanli Science and Technology Co., Ltd., and Tokyo Chemical Industry Co., Ltd.

## KEY BENEFITS FOR STAKEHOLDERS

Porter's five forces analysis helps analyze the potential of buyers & suppliers and the competitive scenario of the industry for strategy building.

It outlines the current trends and future scenario of the market from 2019 to 2026 to understand the prevailing opportunities and potential investment pockets.

Major countries in the region have been mapped according to their individual revenue contribution to the regional market.

The key drivers, restraints, and opportunities and their detailed impact analysis are elucidated in the study.

The profiles of key players along with their key strategic developments are

enlisted in the report.

## KEY MARKET SEGMENTS

By End Use

Adhesives,

Emulsion paint

Surfactants & wetting agent

Plasticizer

Textile coating

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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