

# Flock Adhesives Market by Resin Type (Acrylic, Polyurethane, Epoxy Resin, and Others) and Application (Automotive, Textiles, Paper & Packaging, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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## Abstracts

The global flock adhesives market was valued at \$1.9 billion in 2019, and is projected to reach \$2.9 billion by 2027, growing at a CAGR of 5.7% from 2020 to 2027. Adhesive flocking is a process that involves incorporation of short fibers into adhesive layers through electrostatic or mechanical process. This results into formation of flocked fibers that are widely used in the textile sector. There are several processes that are used for adhesive flocking such as spraying, rolling, brushing, or dipping. Flock adhesives find applications in sectors such as automotive, textile, cosmetics, industrial technology, home & household, paper & packaging, construction, furniture, and textile.

Growth of the global flock adhesives market is attributed to the factors such as increase in utilization of flock adhesives in textile sector. There are several advantages of flock adhesives in the textile sector such as prevention of condensation of water droplets, heat insulation, prevention of dynamic friction & mechanical noise, and improve handling of equipment. Moreover, its characteristics such as environment friendly nature, elasticity, softness, resistance to scratches, and stability is the major growth factor in the global market. The automotive sector incorporates flock adhesive during manufacturing of glove boxes, sun visors, headrests, window guide, coiled cables, and cladding of pillars A, B & C. Textile industry is adopting flock adhesives for advertising prints on sports cloths and functional brush effect can also be achieved on carpets and mats. In addition, rise in adoption of flock adhesives in the furniture sector during manufacturing of upholstery fabrics with improved abrasion resistance also propels the market growth. These factors are predicted to augment the demand of flock adhesives

during the forecast period. However, health and environmental hazards associated with flock adhesives is predicted to hamper the market growth. For instance, plastisol screen printing flocked adhesive is harmful to human skin and may lead to skin & eye irritation. In addition, use of flock adhesives in household sector is also expected to offer new opportunities for the market growth.

The global flock adhesive market is segmented on the basis of resin type, application, and region. Depending on resin type, the market is categorized into acrylic, polyurethane, epoxy resin, and other.

On the basis of application, the global flock adhesives market it is classified into automotive, textile, paper & packaging, and other. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Some of the major players analyzed in this report are CHT Germany GmbH, Kissel + Wolf, Lord Corporation, Sika Automotive, Swiss Flock, Stahl, Avient, Nyatex, Dow Chemical, and H.B. Fuller Company.

The global flock adhesive market report provides in-depth competitive analysis as well as profiles of these major players.

#### 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 estimations of the market from 2019 to 2027 to understand the prevailing opportunities and potential investment pockets.

The 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 explained in the study.

The profiles of key players and their key strategic developments are enlisted in the report.

## Key market segments

### By Resin Type

Acrylic

Polyurethane

Epoxy Resin

Other

### By Application

Automotive

Textile

Paper & Packaging

Other

### By Region

North America

U.S.

Canada

Mexico

Europe

Germany

U.K.

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

Key players in the global flock adhesives market are:

1. CHT Germany GmbH

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2. Kissel + Wolf
3. Lord Corporation
4. Sika Automotive
5. Swiss Flock
6. Stahl
7. Avient
8. Nyatex
9. Dow Chemical
10. H.B. Fuller Company

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