

# Asia Pacific Adhesives Market Outlook to 2020– Driven by Rising Demand and Innovative Products

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## Abstracts

The report titled “Asia-Pacific Adhesives Market Outlook to 2020– Driven by Rising Demand and Innovative Products” provides a comprehensive analysis of adhesives market in Asia. The report covers various aspects such as market size of adhesives market, segmentation on the basis of technology (Water Based, Solvent Based, Hot Melt and Reactive Adhesive), by product type (Polyvinyl, Acetate, Acrylic, Polyurethane, Epoxy and EVA), by industry application, by end users and volume of exports and imports for adhesives. The report will help industry consultants, adhesives manufacturers, wholesalers of adhesives, retail chains, new players venturing in the market and other stakeholders to align their market centric strategies according to ongoing and expected trends in the future. The market is dominated by few global players including 3M, Henkel Adhesives Technologies Limited, H B Fuller, SIKA and others.

### Asia Pacific Region

The adhesives market in the Asia, which is driven by rising demand and investment level of government, registered revenues of USD ~ billion in 2014. With an advent of new adhesives manufacturers in the industry, the revenues increased by 6.2% to USD ~ billion as compared to 2013. Each segment in the adhesives market is subject to a gamut of different factors such as competitive prices, usage, bonding capacity and number of players in the market which play an important role in determining their respective revenues. The adhesives market of Asia has grown at a CAGR of 6.7% from USD ~ billion in 2009 to USD ~ billion in 2014. In developed markets of the Asia-Pacific region, including countries such as Japan and China, the offerings from the market players are expected to be diverse, focused mainly on environmental friendly adhesives. Additionally, the market is predicted to witness expansion in terms of the

new and innovative adhesives because of rising usage in different industries such as construction, packaging, medical and others. The Asia-Pacific adhesives market is expected to grow at a CAGR of 7.8% from 2015-2020 on account of increasing affluence of consumers towards usage of adhesives and better adhesives being produced in the recent years.

The Asia adhesives market is largely dominated by global manufacturers. Asia-Pacific adhesives revenue of 3M from sale of adhesive product have increased noticeably to USD ~ billion in 2014, making it the largest player in adhesives space. Henkel was the second largest player in 2014. An inclination in the demand for environment friendly or Green Adhesives among people offers huge opportunity to adhesive manufacturers to deliver effective and better adhesive products in the market and thus contributing to higher revenue of adhesives market.

## India

India adhesives market has recorded strong growth during the period FY'2010-FY'2015 and is expected to sustain its rapid growth during the next five years. Surging end user industries such as woodworking and furniture industry, growth in packaging market, increasing participation of global manufacturers, technical research and development and mounting investment in infrastructure development have enabled the industry to garner augmented revenues every year. Adhesives market has registered revenues of INR ~ billion in FY'2015. With the entry of several SMEs adhesive manufacturers in the industry, the revenues increased by ~% compared to FY'2014. The industrial segment has dominated the market with a ~% market share due to a manifold increase in demand in various end use industries such as packaging and construction. The adhesives market of India has grown at a CAGR of ~% from INR ~ billion in FY' 2009 to INR ~ million in FY'2015. The main competitors' in India adhesive space includes Pidilite Industries Limited, 3M India Hunstman and Anabond amongst others. The India adhesives market is expected to grow at a CAGR of 5.7% from FY'2016-FY'2020 due to greater usage and upcoming of new and innovative products.

## China

Additionally, China has witnessed continuous and substantial rise in demand of adhesives from different segments including construction, packaging, woodworking and others. In 2014, the revenue of adhesives market in China increased by 8.0% compared to 2013 where the total revenues were USD ~ billion. The market has grown at a CAGR

of 10.4% from USD ~billion in 2009 to USD ~ billion in 2014. The China adhesives market has been anticipated to incline at a CAGR of 8.8% to USD ~ billion in 2020.

## Japan

The adhesives market in Japan in the future is envisaged to augment at the CAGR of 4.1% during 2015-2020, with revenues are expected to be registered at USD ~ billion by 2020. Japan adhesives market revenues has inclined at a CAGR of 4.6% from USD ~billion in 2009 to USD ~ billion in 2014. The adhesives market in Japan has been primarily dominated by the Formaldehyde adhesives on the basis of technologies and Plywood sector in terms of usage, which has commanded a massive share of ~% in the overall revenues of the adhesives market during 2014. Japan adhesives market in the outlook period, is likely to augment at a positive CAGR of 4.1% during 2015-2020, owing to consistent surging growth of construction and woodworking industry as well as because of continuous innovations by major players, coupled with enhancement in production capacity as well as extension in the coverage areas, towards newer states and expanding to newer geographies.

## Korea

Korea adhesives market has inclined at a CAGR of 12.3% during 2009-2014 from USD ~ billion in 2009 to USD ~ billion in 2014. The strengthening of the revenues growth has been observed on account of rising demand from different sectors such as packaging, plywood, automotive and others, which positively affected demand from domestic and overseas markets. The market for adhesives in South Korea has been dominated by local players which have contributed ~% towards adhesives market revenue in 2014.

The adhesives market revenues in the future are expected to augment at the CAGR of 14.7% during 2015-2020, reaching revenue worth USD ~ billion in 2020. Water based adhesives segment is likely to sustain its dominance in Korea's adhesives market space during the period 2015-2020. Pressure based adhesives segment is also expected to further strengthen its position in the adhesives market through wide array of applications in automotive and other industries.

## Taiwan

Taiwan is amongst the one of the most promising and emerging market for adhesives in the world and has experienced a nascent stage of growth. Owing to its sheer size, it has been a major attraction for the companies operating under the adhesives market across

the world. Taiwan adhesives industry has showcased an overwhelming performance by inclining at a CAGR growth of 6.7% during the period 2009-2014. The adhesives industry in Taiwan was largely contributed by the major segments such as Water base, solvent based and other adhesives products market. In 2014, the market for adhesives in Taiwan generated revenue of USD ~ billion, indicating a positive growth rate of 3.2% over the past year. Polyvinyl acetate adhesives have been the market leader with ~% share in the industry revenue. The industrial segment has accounted for about ~% of the Taiwan's adhesives market. The adhesives market revenues in the future are expected to augment at the CAGR of 8.0% during 2015-2020, reaching revenue worth USD ~ billion in 2020.

The market for adhesives in Asia is changing at a rapid rate. Furthermore, new upcoming adhesives, investment by government on various sectors as well as competitive pressures have been significantly changing the market. Revenues from the adhesives market in the Asia are expected to expand to USD ~ billion in 2020 growing with a CAGR of ~% from 2015-2020.

#### Key Topics Covered in the Report:

The market size of the adhesives market in Asia

The market size of the local and global player's in adhesives market.

The market size of the India adhesives, China adhesives, Japan adhesives market.

Market segmentation of the adhesives on the basis of technology, end users, application and products.

SWOT and Porter Five force Analysis of India, China and Japan adhesives market.

Trends and Development in the Asia adhesives market.

Government Regulations in the India, China, Japan and Korea adhesives market.

Competitive landscape detailed company profiles and market share of the major manufacturers of adhesives in Asia as well as India, China, Japan and others

Macro Economic factors affecting India, China, Japan and Korea adhesives market.

Future outlook and projections of Asia adhesives market on the basis of –  
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