

# **Eco-Friendly Bitumen Market - A Global Market and Regional Analysis: Focus on Applications, Products, Grades, Patent Analysis, and Country Analysis - Analysis and Forecast, 2020-2025**

<https://marketpublishers.com/r/E55F5E88C079EN.html>

Date: April 2021

Pages: 201

Price: US\$ 5,000.00 (Single User License)

ID: E55F5E88C079EN

## **Abstracts**

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Market Report Coverage - Eco-Friendly Bitumen

Market Segmentation

By Source- Bio-Based, Recycled Bitumen, Natural Bitumen

By Grade- Paving Grade Bitumen, Oxidized Bitumen, Hard Grade Bitumen, Others

By Application- Construction, Waterproofing, Paints and Coatings, Others

Regional Segmentation

North America – U.S., Canada, and Mexico

Europe – France, Germany, Spain, and Italy

U.K.

Asia-Pacific and Japan – Australia, South Korea, Japan, and India

China

Middle East and Africa – South Africa, Saudi Arabia

South America - Brazil

### Growth Drivers

Increasing Demand for Sustainable Roads

Escalating global roadways and highways construction activities

Stringent government regulations for reducing carbon footprints

Increasing demand for reducing emissions from building and construction sector

### Market Challenges

Lack of awareness among consumers coupled with high cost of the product

### Market Opportunities

Rising Inclination toward Alternative Binders in Road Pavements

### Key Eco-Friendly Bitumen Companies Profiled

American Gilsonite Company, Agarwal Industrial Corporation Limited, Avello Bioenergy, Bharat Petroleum Corporation Ltd, Gilsonite CO., Jalnidhi Bitumen Specialties PVT. Ltd, and Royal Dutch Shell, among others

### Key Questions Answered in this Report:

What are the current trends in the global bitumen industry regarding sustainability?

How has the global bitumen market been impacted by the introduction of eco-friendly bitumen?

What is the growth prospect of bio-based bitumen in road construction?

Can the future of the construction industry be bio-based?

Which are the major patents filled in the market?

What is the role of the government regarding environmental issues and safety that is changing the landscape of the eco-friendly bitumen industry?

Which bitumen source is expected to lead the eco-friendly bitumen market by 2025?

What was the market value of the leading segments and sub-segments of the market in 2019, and how is the market estimated to grow during the forecast period 2020-2025?

How is the industry expected to evolve during the forecast period 2020-2025?

What are the key developmental strategies that are implemented by the key players to sustain in the competitive market?

What are the key growth regions in the eco-friendly bitumen market?

What are the major challenges inhibiting the growth of the eco-friendly bitumen market?

## Market Overview

Eco-friendly bitumen is an emerging market which is projected to follow an upward growth trend primarily driven by growing consumers inclination towards sustainable construction. Eco-friendly bitumen is available in multiple forms in market such as bio-based bitumen, recycled bitumen, and natural bitumen. Recycled bitumen registered the highest demand in global eco-friendly bitumen market owing to increasing awareness regarding road pavements recycling and environmental benefits associate with the

same.

Major growth driver for global eco-friendly bitumen market is escalating highways and roadways construction activities across the world. Several economies have witnessed high growth in transportation infrastructure due to increasing vehicle sales, population, and urbanization. In India, highway construction increased by a CAGR of 21.4% from the year 2016-19 (as per IBEF, November 2020 report) with the construction of 10,855 km of highways. Construction being the major application of eco-friendly bitumen, growing highways contribution is projected to remain the primary factor for uplifting product demand till 2025.

Despite of having a positive growth prospect, global eco-friendly bitumen demand faced a major setback in 2020 due to declining construction activities in most parts of the world. Due to COVID 19 outbreak, various countries have witnessed a fall in construction activities in 2020 which has negatively impacted the demand of eco-friendly bitumen in the same year. For instance, Europe registered a decline of over 25% in construction activities in the April-May 2020 period. Such huge falls in construction industry has a severe impact on eco-friendly bitumen demand in 2020. However, with the industry regaining its original pace, the eco-friendly bitumen demand is also forecasted to follow a significant growth trend in the near future.

### Competitive Landscape

The competitive landscape of the eco-friendly bitumen market comprises of strategies adopted by key players to strengthen their market presence. The global eco-friendly bitumen market has witnessed partnerships, collaboration, joint ventures, new product launches, and some business expansion strategies by various industry players. The market is still in its emerging phase in the market, and the investment in the market is less. However, the market has a high growth potential growth, and therefore, various construction companies are adopting measures to expand their product portfolios in green and sustainable bitumen alternatives. For instance, In July 2020, CEMEX launched an eco-friendly single asphalt solution for cycle lanes and footpaths, which eliminates the need for multi-layering surfaces. The product has achieved a carbon footprint reduction. Such measures are expected to increase awareness regarding sustainable construction materials in the industry while also positively influencing global eco-friendly bitumen market growth.

As global construction industry is moving towards sustainable construction materials, companies are increasingly adopting strategies to strengthen their product portfolios in

eco-friendly products by practicing mergers, acquisitions, joint ventures, and various such techniques. Companies in the eco-friendly bitumen market have expressed a huge interest in collaborations and partnerships to widen their customer bases and strengthen their product portfolios. For instance, in October 2019, Shell Bitumen entered into a partnership with Tiki Tar for selling bitumen to customers in the pavement industry, including state and national highways in India.

Global eco-friendly bitumen market has a moderate competition due to presence of less established brands in the market. However, with increasing number of new entrants, the industry rivalry in global eco-friendly bitumen market is poised to increase in coming years. Key players in the market are Royal Dutch Shell, American Gilsonite Company and Kraton Corporation, among others.

## Contents

### EXECUTIVE SUMMARY

### 1 MARKETS

#### 1.1 Industry Outlook

##### 1.1.1 Industry Dynamics Defining the Future

- 1.1.1.1 Increasing Use of Reclaimed Asphalt in Road Construction
- 1.1.1.2 Innovation in Technology and Research in Bitumen Industry
- 1.1.1.3 Escalating Bitumen Consumption in Cycling Paths

##### 1.1.2 Supply Chain Analysis

##### 1.1.3 Industry Attractiveness

- 1.1.3.1 Threat of New Entrants (Moderate)
- 1.1.3.2 Bargaining Power of Buyers (Low)
- 1.1.3.3 Bargaining Power of Suppliers (Moderate)
- 1.1.3.4 Threat of Substitutes (High)
- 1.1.3.5 Intensity of Competitive Rivalry (Low-Moderate)

##### 1.1.4 Ecosystem/Ongoing Programs

- 1.1.4.1 Consortiums and Associations
- 1.1.4.2 Regulatory Bodies

##### 1.1.5 Patent Analysis

- 1.1.5.1 Introduction
- 1.1.5.2 Patent Landscape: Bio-Based Bitumen
- 1.1.5.3 Patent Landscape: Recycled Bitumen
- 1.1.5.4 Patent Landscape: Natural Bitumen

#### 1.2 Business Dynamics

##### 1.2.1 Business Drivers

- 1.2.1.1 Increasing Demand for Sustainable Roads
- 1.2.1.2 Escalating Global Roadways and Highways Construction Activities
- 1.2.1.3 Stringent Government Regulations for Reducing Carbon Footprints.
- 1.2.1.4 Increasing Demand for Reducing Emissions from Building Sector

##### 1.2.2 Business Challenges

- 1.2.2.1 Lack of Awareness among Consumers Coupled with High Cost

##### 1.2.3 Business Opportunity

- 1.2.3.1 Rising Inclination toward Alternative Binders in Road Pavements

##### 1.2.4 Business Strategies

- 1.2.4.1 Product Development and Innovation
- 1.2.4.2 Market Developments

### 1.2.5 Corporate Strategies

#### 1.2.5.1 Partnerships, Collaborations, Mergers and Acquisitions, and Joint Ventures

## 2 APPLICATION

### 2.1 Application and Specification

#### 2.1.1 Construction

#### 2.1.2 Waterproofing

#### 2.1.3 Paints and Coatings

#### 2.1.4 Others

### 2.2 Demand Analysis of Eco-Friendly Bitumen (by Application)

#### 2.2.1 Construction

##### 2.2.1.1 Demand Analysis of Eco-Friendly Bitumen in Construction (by Region)

#### 2.2.2 Waterproofing

##### 2.2.2.1 Demand Analysis of Eco-Friendly Bitumen in Waterproofing (by Region)

#### 2.2.3 Paints and Coatings

##### 2.2.3.1 Demand Analysis of Analysis of Eco-Friendly Bitumen in Paints and Coatings, (by Region)

#### 2.2.4 Others

##### 2.2.4.1 Demand Analysis of Analysis of Eco-Friendly Bitumen (Others)

## 3 PRODUCTS

### 3.1 Global Eco-Friendly Bitumen Market (by Source)

#### 3.1.1 Bio-Based Bitumen

#### 3.1.2 Recycled Bitumen

#### 3.1.3 Natural Bitumen

### 3.2 Demand Analysis of Eco-Friendly Bitumen (by Source)

#### 3.2.1 Bio-Based

##### 3.2.1.1 Demand Analysis of Bio-Based Bitumen Market (by Region)

##### 3.2.1.2 Demand Analysis of Bio-Based Bitumen Market (by Application)

#### 3.2.2 Recycled Bitumen

##### 3.2.2.1 Demand Analysis of Recycled Bitumen Market (by Region)

##### 3.2.2.2 Demand Analysis of Recycled Bitumen Market (by Application)

#### 3.2.3 Natural Bitumen

##### 3.2.3.1 Demand Analysis of Natural Bitumen Market (by Region)

##### 3.2.3.2 Demand Analysis of Natural Bitumen Market (by Application)

### 3.3 Global Eco-Friendly Bitumen Market (by Grade)

#### 3.3.1 Paving Grade Bitumen

- 3.3.2 Oxidized Bitumen
- 3.3.3 Hard Grade Bitumen
- 3.3.4 Others
- 3.4 Demand Analysis of Eco-Friendly Bitumen Market (by Grade)
  - 3.4.1 Paving Grade Bitumen
    - 3.4.1.1 Demand Analysis of Paving Grade Bitumen (by Region), Volume and Revenue
  - 3.4.2 Oxidized Bitumen
    - 3.4.2.1 Demand Analysis of Oxidized Grade Bitumen (by Region), Volume and Revenue
  - 3.4.3 Hard Grade Bitumen
    - 3.4.3.1 Demand Analysis of Hard Grade Bitumen (by Region), Volume and Revenue
  - 3.4.4 Others
    - 3.4.4.1 Demand Analysis of Other Bitumen Grades (by Region), Volume and Revenue

## **4 REGION**

- 4.1 North America
  - 4.1.1 Markets
    - 4.1.1.1 North America: Competitive Benchmarking
    - 4.1.1.2 Key Manufacturers in North America
    - 4.1.1.3 Business Challenges
    - 4.1.1.4 Business Drivers
  - 4.1.2 Applications
    - 4.1.2.1 North America Eco-Friendly Bitumen Market (by Application), Volume and Revenue
  - 4.1.3 Products
    - 4.1.3.1 North America Eco-Friendly Bitumen Market (by Grade), Volume and Revenue
    - 4.1.3.2 North America Eco-Friendly Bitumen Market (by Source), Volume and Revenue
  - 4.1.4 North America (by Country)
    - 4.1.4.1 U.S.
      - 4.1.4.1.1 Markets
        - 4.1.4.1.1.1 Buyer Attributes
        - 4.1.4.1.1.2 Key Manufacturers in the U.S.
        - 4.1.4.1.1.3 Business Challenges
        - 4.1.4.1.1.4 Business Drivers



#### 4.1.4.1.2 Applications

4.1.4.1.2.1 U.S. Eco-Friendly Bitumen Market (by Application), Volume and Revenue

#### 4.1.4.1.3 Products

4.1.4.1.3.1 U.S. Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.1.4.1.3.2 U.S. Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.1.4.2 Canada

##### 4.1.4.2.1 Markets

4.1.4.2.1.1 Buyer Attributes

4.1.4.2.1.2 Key Manufacturers in Canada

4.1.4.2.1.3 Business Challenges

4.1.4.2.1.4 Business Drivers

##### 4.1.4.2.2 Applications

4.1.4.2.2.1 Canada Eco-Friendly Bitumen Market (by Application), Volume and Revenue

##### 4.1.4.2.3 Products

4.1.4.2.3.1 Canada Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.1.4.2.3.2 Canada Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.1.4.3 Mexico

##### 4.1.4.3.1 Markets

4.1.4.3.1.1 Buyer Attributes

4.1.4.3.1.2 Key Manufacturers in Mexico

4.1.4.3.1.3 Business Challenges

4.1.4.3.1.4 Business Drivers

##### 4.1.4.3.2 Applications

4.1.4.3.2.1 Mexico Eco-Friendly Bitumen Market (by Application), Volume and Revenue

##### 4.1.4.3.3 Products

4.1.4.3.3.1 Mexico Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.1.4.3.3.2 Mexico Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.2 South America

##### 4.2.1 Markets

4.2.1.1 South America: Competitive Benchmarking

4.2.1.2 Key Manufacturers in South America

4.2.1.3 Business Challenges

4.2.1.4 Business Drivers

#### 4.2.2 Applications

4.2.2.1 South America Eco-Friendly Bitumen Market (by Application), Volume and Revenue

#### 4.2.3 Products

4.2.3.1 South America Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.2.3.2 South America Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.2.4 South America (by Country)

##### 4.2.4.1 Brazil

###### 4.2.4.1.1 Markets

4.2.4.1.1.1 Buyer Attributes

4.2.4.1.1.2 Key Manufacturers in Brazil

4.2.4.1.1.3 Business Challenges

4.2.4.1.1.4 Business Drivers

###### 4.2.4.1.2 Applications

4.2.4.1.2.1 Brazil Eco-Friendly Bitumen Market (by Application), Volume and Revenue

###### 4.2.4.1.3 Products

4.2.4.1.3.1 Brazil Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.2.4.1.3.2 Brazil Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.3 Europe

##### 4.3.1 Markets

4.3.1.1 Europe: Competitive Benchmarking

4.3.1.2 Key Manufacturers in Europe

4.3.1.3 Business Challenges

4.3.1.4 Business Drivers

##### 4.3.2 Applications

4.3.2.1 Europe Eco-Friendly Bitumen Market (by Application), Volume and Revenue

##### 4.3.3 Products

4.3.3.1 Europe Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.3.3.2 Europe Eco-Friendly Bitumen Market (by Source), Volume and Revenue

##### 4.3.4 Europe (by Country)

###### 4.3.4.1 Germany

###### 4.3.4.1.1 Markets

4.3.4.1.1.1 Buyer Attributes

4.3.4.1.1.2 Key Manufacturers in Germany

4.3.4.1.1.3 Business Challenges

4.3.4.1.1.4 Business Drivers

#### 4.3.4.1.2 Applications

4.3.4.1.2.1 Germany Eco-Friendly Bitumen Market (by Application), Volume and Revenue

#### 4.3.4.1.3 Products

4.3.4.1.3.1 Germany Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.3.4.1.3.2 Germany Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.3.4.2 France

##### 4.3.4.2.1 Markets

4.3.4.2.1.1 Buyer Attributes

4.3.4.2.1.2 Key Manufacturers in France

4.3.4.2.1.3 Business Challenges

4.3.4.2.1.4 Business Drivers

##### 4.3.4.2.2 Applications

4.3.4.2.2.1 France Eco-Friendly Bitumen Market (by Application), Volume and Revenue

##### 4.3.4.2.3 Products

4.3.4.2.3.1 France Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.3.4.2.3.2 France Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.3.4.3 Italy

##### 4.3.4.3.1 Markets

4.3.4.3.1.1 Buyer Attributes

4.3.4.3.1.2 Key Manufacturers in Italy

4.3.4.3.1.3 Business Challenges

4.3.4.3.1.4 Business Drivers

##### 4.3.4.3.2 Applications

4.3.4.3.2.1 Italy Eco-Friendly Bitumen Market (by Application), Volume and Revenue

##### 4.3.4.3.3 Products

4.3.4.3.3.1 Italy Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.3.4.3.3.2 Italy Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.3.4.4 Spain

##### 4.3.4.4.1 Markets

4.3.4.4.1.1 Buyer Attributes

4.3.4.4.1.2 Key Manufacturers in Spain

4.3.4.4.1.3 Business Challenges

4.3.4.4.1.4 Business Drivers

#### 4.3.4.4.2 Applications

4.3.4.4.2.1 Spain Eco-Friendly Bitumen Market (by Application), Volume and Revenue

#### 4.3.4.4.3 Products

4.3.4.4.3.1 Spain Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.3.4.4.3.2 Spain Eco-Friendly Bitumen Market (by Source), Volume and Revenue

### 4.4 U.K.

#### 4.4.1 Markets

4.4.1.1 U.K.: Competitive Benchmarking

4.4.1.2 Buyer Attributes

4.4.1.3 Key Manufacturers in the U.K.

4.4.1.4 Business Challenges

4.4.1.5 Business Drivers

#### 4.4.2 Applications

4.4.2.1 U.K. Eco-Friendly Bitumen Market (by Application), Volume and Revenue

#### 4.4.3 Products

4.4.3.1 U.K. Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.4.3.2 U.K. Eco-Friendly Bitumen Market (by Source), Volume and Revenue

### 4.5 Middle East and Africa

#### 4.5.1 Markets

4.5.1.1 Middle East and Africa: Competitive Benchmarking

4.5.1.2 Buyer Attributes

4.5.1.3 Key Manufacturers in Middle East and Africa

4.5.1.4 Business Challenges

4.5.1.5 Business Drivers

#### 4.5.2 Applications

4.5.2.1 Middle East and Africa Eco-Friendly Bitumen Market (by Application), Volume and Revenue

#### 4.5.3 Products

4.5.3.1 Middle East and Africa Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.5.3.2 Middle East and Africa Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.5.3.3 South Africa

##### 4.5.3.3.1 Markets

4.5.3.3.1.1 Buyer Attributes

4.5.3.3.1.2 Key Manufacturers in South Africa

4.5.3.3.1.3 Business Challenges

4.5.3.3.1.4 Business Drivers

#### 4.5.3.3.2 Applications

4.5.3.3.2.1 South Africa Eco-Friendly Bitumen Market (by Application), Volume and Revenue

#### 4.5.3.3.3 Products

4.5.3.3.3.1 South Africa Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.5.3.3.3.2 South Africa Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.5.3.4 Saudi Arabia

##### 4.5.3.4.1 Markets

4.5.3.4.1.1 Buyer Attributes

4.5.3.4.1.2 Key Manufacturers in Saudi Arabia

4.5.3.4.1.3 Business Challenges

4.5.3.4.1.4 Business Drivers

##### 4.5.3.4.2 Applications

4.5.3.4.2.1 Saudi Arabia Eco-Friendly Bitumen Market (by Application), Volume and Revenue

##### 4.5.3.4.3 Products

4.5.3.4.3.1 Saudi Arabia Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.5.3.4.3.2 Saudi Arabia Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.6 China

##### 4.6.1 Markets

4.6.1.1 China: Competitive Benchmarking

4.6.1.2 Buyer Attributes

4.6.1.3 Key Manufacturers in China

4.6.1.4 Business Challenges

4.6.1.5 Business Drivers

##### 4.6.2 Applications

4.6.2.1 China Eco-Friendly Bitumen Market (by Application), Volume and Revenue

##### 4.6.3 Products

4.6.3.1 China Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.6.3.2 China Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.7 Asia-Pacific and Japan

##### 4.7.1 Markets

4.7.1.1 Asia-Pacific and Japan: Competitive Benchmarking

4.7.1.2 Key Manufacturers in Asia-Pacific and Japan

4.7.1.3 Business Challenges

#### 4.7.1.4 Business Drivers

#### 4.7.2 Applications

4.7.2.1 Asia-Pacific and Japan Eco-Friendly Bitumen Market (by Application), Volume and Revenue

#### 4.7.3 Products

4.7.3.1 Asia-Pacific and Japan Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.7.3.2 Asia-Pacific and Japan Eco-Friendly Bitumen Market (by Source), Volume and Revenue

#### 4.7.4 Asia-Pacific and Japan (by Country)

##### 4.7.4.1 Japan

###### 4.7.4.1.1 Markets

4.7.4.1.1.1 Buyer Attributes

4.7.4.1.1.2 Key Manufacturers in Japan

4.7.4.1.1.3 Business Challenges

4.7.4.1.1.4 Business Drivers

###### 4.7.4.1.2 Applications

4.7.4.1.2.1 Japan Eco-Friendly Bitumen Market (by Application), Volume and Revenue

###### 4.7.4.1.3 Products

4.7.4.1.3.1 Japan Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.7.4.1.3.2 Japan Eco-Friendly Bitumen Market (by Source), Volume and Revenue

##### 4.7.4.2 Australia

###### 4.7.4.2.1 Markets

4.7.4.2.1.1 Buyer Attributes

4.7.4.2.1.2 Key Manufacturers in Australia

4.7.4.2.1.3 Business Challenges

4.7.4.2.1.4 Business Drivers

###### 4.7.4.2.2 Applications

4.7.4.2.2.1 Australia Eco-Friendly Bitumen Market (by Application), Volume and Revenue

###### 4.7.4.2.3 Products

4.7.4.2.3.1 Australia Eco-Friendly Bitumen Market (by Grade), Volume and Revenue

4.7.4.2.3.2 Australia Eco-Friendly Bitumen Market (by Source), Volume and Revenue

##### 4.7.4.3 India

###### 4.7.4.3.1 Markets

4.7.4.3.1.1 Buyer Attributes

- 4.7.4.3.1.2 Key Manufacturers in India
- 4.7.4.3.1.3 Business Challenges
- 4.7.4.3.1.4 Business Drivers
- 4.7.4.3.2 Applications
  - 4.7.4.3.2.1 India Eco-Friendly Bitumen Market (by Application), Volume and Revenue
- 4.7.4.3.3 Products
  - 4.7.4.3.3.1 India Eco-Friendly Bitumen Market (by Grade), Volume and Revenue
  - 4.7.4.3.3.2 India Eco-Friendly Bitumen Market (by Source), Volume and Revenue
- 4.7.4.4 South Korea
  - 4.7.4.4.1 Markets
    - 4.7.4.4.1.1 Buyer Attributes
    - 4.7.4.4.1.2 Key Manufacturers in South Korea
    - 4.7.4.4.1.3 Business Challenges
    - 4.7.4.4.1.4 Business Drivers
  - 4.7.4.4.2 Applications
    - 4.7.4.4.2.1 South Korea Eco-Friendly Bitumen Market (by Application), Volume and Revenue
  - 4.7.4.4.3 Products
    - 4.7.4.4.3.1 South Korea Eco-Friendly Bitumen Market (by Grade), Volume and Revenue
    - 4.7.4.4.3.2 South Korea Eco-Friendly Bitumen Market (by Source), Volume and Revenue

## **5 COMPETITIVE BENCHMARKING & COMPANY PROFILES**

- 5.1 Competitive Benchmarking
- 5.2 American Gilsonite Company
  - 5.2.1 Company Overview
    - 5.2.1.1 Role of American Gilsonite Company in Global Eco-Friendly Bitumen Market
    - 5.2.1.2 Product Portfolio
  - 5.2.2 Business Strategies
    - 5.2.2.1 Product Developments
  - 5.2.3 Corporate Strategies
    - 5.2.3.1 Partnership and Collaboration
  - 5.2.4 Strength and Weakness of American Gilsonite Company
- 5.3 Agarwal Industrial Corporation Limited
  - 5.3.1 Company Overview
    - 5.3.1.1 Role of Agarwal Industrial Corporation Limited in Global Eco-Friendly Bitumen

## Market

### 5.3.1.2 Product Portfolio

### 5.3.2 Strength and Weakness of Agarwal Industrial Corporation Limited

## 5.4 ATDM CO. LTD

### 5.4.1 Company Overview

#### 5.4.1.1 Role of ATDM CO. LTD, in Global Eco-Friendly Bitumen Market

#### 5.4.1.2 Product Portfolio

### 5.4.2 Strength and Weakness of The ATDM CO. LTD

## 5.5 Avello Bioenergy

### 5.5.1 Company Overview

#### 5.5.1.1 Role of Avello Bioenergy in Global Eco-Friendly Bitumen Market

#### 5.5.1.2 Product Portfolio

### 5.5.2 Strength and Weakness of Avello Bioenergy

## 5.6 Bharat Petroleum Corporation Ltd

### 5.6.1 Company Overview

#### 5.6.1.1 Role of Bharat Petroleum Corporation Ltd in Global Eco-Friendly Bitumen

## Market

### 5.6.1.2 Product Portfolio

### 5.6.1.3 Production Sites

### 5.6.2 Strength and Weakness of BPCL

### 5.6.3 R&D Analysis

## 5.7 Cosmique Pvt. Ltd.

### 5.7.1 Company Overview

#### 5.7.1.1 Role of Cosmique Pvt. Ltd. in Global Eco-Friendly Bitumen Market

#### 5.7.1.2 Product Portfolio

### 5.7.2 Strength and Weakness of Cosmique Pvt. Ltd.

## 5.8 Eagle Petrochem

### 5.8.1 Company Overview

#### 5.8.1.1 Role of Eagle Petrochem in Global Eco-Friendly Bitumen Market

#### 5.8.1.2 Product Portfolio

### 5.8.2 Strength and Weakness of Eagle Petrochem

## 5.9 Gilsonite, Co

### 5.9.1 Company Overview

#### 5.9.1.1 Role of Gilsonite CO in Global Eco-Friendly Bitumen Market

#### 5.9.1.2 Product Portfolio

### 5.9.2 Strength and Weakness of Gilsonite CO

## 5.1 Jalnidhi Bitumen Specialties PVT. Ltd.

### 5.10.1 Company Overview

#### 5.10.1.1 Role of Jalnidhi Bitumen Specialties PVT. Ltd. in Eco-Friendly Bitumen



## Market

### 5.10.1.2 Product Portfolio

### 5.10.2 Strength and Weakness of Jainidhi Bitumen Specialties Pvt. Ltd.

## 5.11 Mamz Asphalt Technologies (Pvt) Ltd.

### 5.11.1 Company Overview

### 5.11.1.1 Role of Mamz Asphalt Technologies (Pvt) Ltd in Global Eco-Friendly Bitumen Market

### 5.11.1.2 Product Portfolio

### 5.11.2 Strength and Weakness of Mamz Asphalt Technologies (Pvt) Ltd

## 5.12 Nikan West Gilsonite

### 5.12.1 Company Overview

### 5.12.1.1 Role of Nikan West Gilsonite in Global Eco-Friendly Bitumen Market

### 5.12.1.2 Product Portfolio

### 5.12.2 Strength and Weakness of Nikan West Gilsonite.

## 5.13 Nuroil Trading

### 5.13.1 Company Overview

### 5.13.1.1 Role of Nuroil Trading in Global Eco-Friendly Bitumen Market

### 5.13.1.2 Product Portfolio

### 5.13.2 Strength and Weakness of Nuroil Trading

## 5.14 Royal Dutch Shell

### 5.14.1 Company Overview

### 5.14.1.1 Role of Royal Dutch Shell in Global Eco- Friendly Bitumen Market

### 5.14.1.2 Product Portfolio

### 5.14.2 Business Strategies

### 5.14.2.1 Product Developments

### 5.14.3 Corporate Strategies

### 5.14.3.1 Partnership and Collaboration

### 5.14.4 Strength and Weakness of Royal Dutch Shell

### 5.14.5 R&D Analysis

## 5.15 Ventraco

### 5.15.1 Company Overview

### 5.15.1.1 Role of Ventraco in Global Eco-Friendly Bitumen Market

### 5.15.1.2 Product Portfolio

### 5.15.2 Corporate Strategies

### 5.15.2.1 Mergers & Acquisitions

### 5.15.3 Strength and Weakness of Ventraco

## 5.16 Zista Gilsonite

### 5.16.1 Company Overview

### 5.16.1.1 Role of Zista Gilsonite in Global Eco-Friendly Bitumen Market

5.16.1.2 Product Portfolio

5.16.2 Strength and Weakness of Zista Gilsonite

## **6 RESEARCH METHODOLOGY**

6.1 Data Sources

6.1.1 Primary Data Sources

6.1.2 Secondary Data Sources

6.1.3 Data Triangulation

6.2 Market Estimation & Forecast

6.2.1 Factors for Data Prediction and Modelling

## List Of Figures

### LIST OF FIGURES

Figure 1: Global Eco-Friendly Bitumen Market, \$Thousand and Tons, 2019-2025

Figure 2: Global Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019

Figure 3: Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025

Figure 4: Eco-Friendly Bitumen Market (by Source), \$Thousand, 2019-2025

Figure 5: Figure Global Eco-Friendly Bitumen Market (by Region), 2019

Figure 6: Eco-Friendly Bitumen Market Coverage

Figure 7: Value Chain Analysis of Eco-Friendly Bitumen Market

Figure 8: Porter's Five Forces Analysis

Figure 9: Patent Landscape: Eco-Friendly Bitumen, 2018-2021

Figure 10: Global Eco-Friendly Bitumen Market, Business Dynamics

Figure 11: Budget Allocation for Roadways and Highways Construction in India  
\$Thousand, 2018-2020

Figure 12: Carbon Emissions from Fuel Combustion in Key Economies, 2019

Figure 13: Global Share of Buildings and Construction Carbon Emissions, 2019

Figure 14: Share of Key Market Strategies and Developments, 2017-2020

Figure 15: Global Eco-Friendly Bitumen Market (by Application and Specification)

Figure 16: Global Eco-Friendly Bitumen Market, by Construction, \$Thousand,  
2019-2025

Figure 17: Global Eco-Friendly Bitumen Market ( by Waterproofing), \$Thousand,  
2019-2025

Figure 18: Global Eco-Friendly Bitumen Market, by Paints and Coatings, \$Thousand,  
2019-2025

Figure 19: Global Eco-Friendly Bitumen Market (Others), \$Thousand, 2019-2025

Figure 20: Global Eco-Friendly Bitumen Market (by Source)

Figure 21: Global Bio-Based Bitumen Market, \$Thousand, 2019-2025

Figure 22: Global Recycled Bitumen Market, \$Thousand, 2019-2025

Figure 23: Global Natural Bitumen Market, \$Thousand, 2019-2025

Figure 24: Global Eco-Friendly Bitumen Market (by Grade)

Figure 25: North America: Competitive Benchmarking

Figure 26: South America: Competitive Benchmarking

Figure 27: Europe: Competitive Benchmarking

Figure 28: U.K.: Competitive Benchmarking

Figure 29: Middle East and Africa: Competitive Benchmarking

Figure 30: China: Competitive Benchmarking

Figure 31: Asia-Pacific and Japan: Competitive Benchmarking

Figure 32: Competitive Benchmarking

Figure 33: BPCL R&D (2017-2019)

Figure 34: Royal Dutch Shell R&D (2017-2019)

Figure 35: Data Triangulation

Figure 36: Top-Down and Bottom-Up Approach

Figure 37: Assumptions and Limitations

## List Of Tables

### LIST OF TABLES

- Table 1: Key Factors Determining “Threat from New Entrants” in Eco-Friendly Bitumen Market
- Table 2: Key Factors Determining “Bargaining Power of Buyers” in the Eco-Friendly Bitumen Market
- Table 3: Key Factors Determining “Bargaining Power of Suppliers” in the Eco-Friendly Bitumen Market
- Table 4: Key Factors Determining “Intensity of Competitive Rivalry” in the Eco-Friendly Bitumen Market
- Table 5: Consortiums and Associations for Eco-Friendly Bitumen Market
- Table 6: Patent Landscape: Bio-Based Bitumen
- Table 7: Patent Landscape: Recycled Bitumen
- Table 8: Patent Landscape: Natural Bitumen
- Table 9: Product Development and Innovation (by Company), 2017-2020
- Table 10: Business Expansions and Investments (by Company), 2017-2020
- Table 11: Partnerships, Collaborations, Mergers and Acquisitions, and Joint Ventures (by Company), 2017-2020
- Table 12: Global Demand for Eco-Friendly Bitumen in Construction (by Region), Tons, 2019-2025
- Table 13: Global Demand for Eco-Friendly Bitumen in Construction (by Region), \$Thousand, 2019-2025
- Table 14: Demand Analysis of Eco-Friendly Bitumen in Waterproofing (by Region), Tons, 2019-2025
- Table 15: Demand Analysis of Eco-Friendly Bitumen in Waterproofing, (by Region), \$Thousand, 2019-2025
- Table 16: Demand Analysis of Eco-Friendly Bitumen in Paints and Coatings, (by Region), Tons, 2019-2025
- Table 17: Demand Analysis of Eco-Friendly Bitumen in Paints and Coatings, (by Region), \$Thousand, 2019-2025
- Table 18: Demand Analysis of Eco-Friendly Bitumen (Others), (by Region), Tons, 2019-2025
- Table 19: Demand Analysis of Eco-Friendly Bitumen in Other Applications, (by Region), \$Thousand, 2019-2025
- Table 20: Global Bio-Based Bitumen Market (by Region), Tons, 2019-2025
- Table 21: Global Bio-Based Bitumen Market (by Region), \$Thousand, 2019-2025
- Table 22: Global Bio-Based Bitumen Market (by Application), Tons, 2019-2025

Table 23: Global Bio-Based Bitumen Market (by Region), \$Thousand, 2019-2025

Table 24: Global Recycled Bitumen Market (by Region), Tons, 2019-2025

Table 25: Global Recycled Bitumen Market (by Region), \$Thousand, 2019-2025

Table 26: Global Recycled Bitumen Market (by Application), Tons, 2019-2025

Table 27: Global Recycled Bitumen Market (by Region), \$Thousand, 2019-2025

Table 28: Global Natural Bitumen Market (by Region), Tons, 2019-2025

Table 29: Global Natural Bitumen Market (by Region), \$Thousand, 2019-2025

Table 30: Global Natural Bitumen Market (by Application), Tons, 2019-2025

Table 31: Global Natural Bitumen Market (by Application), \$Thousand, 2019-2025

Table 32: Global Paving Grade Bitumen Market, (by Region), Tons, 2019-2025

Table 33: Global Paving Grade Bitumen Market, (by Region), \$Thousand, 2019-2025

Table 34: Global Oxidized Grade Bitumen Market, (by Region), Tons, 2019-2025

Table 35: Global Oxidized Grade Bitumen Market, (by Region), \$Thousand, 2019-2025

Table 36: Global Hard Grade Bitumen Market, (by Region), Tons, 2019-2025

Table 37: Global Hard Grade Bitumen Market, (by Region), \$Thousand, 2019-2025

Table 38: Global Others Grade Bitumen Market, (by Region), Tons, 2019-2025

Table 39: Global Others Grade Bitumen Market, (by Region), \$Thousand, 2019-2025

Table 40: Global Eco-Friendly Bitumen Market (by Region), Tons 2019-2025

Table 41: Global Eco-Friendly Bitumen Market (by Region), \$Thousand, 2019-2025

Table 42: North America Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025

Table 43: North America Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025

Table 44: North America Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025

Table 45: North America Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025

Table 46: North America Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025

Table 47: North America Eco-Friendly Bitumen Market (by Grade), (\$Thousand), 2019-2025

Table 48: U.S. Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025

Table 49: U.S. Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025

Table 50: U.S. Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025

Table 51: U.S. Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025

Table 52: U.S. Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025

Table 53: U.S. Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025

Table 54: Canada Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025

Table 55: Canada Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025

Table 56: Canada Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025

- Table 57: Canada Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025
- Table 58: Canada Eco-Friendly Bitumen Market (by Source), Tona, 2019-2025
- Table 59: Canada Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 60: Mexico Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025
- Table 61: Mexico Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025
- Table 62: Mexico Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025
- Table 63: Mexico Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 64: Mexico Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025
- Table 65: Mexico Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 66: South America Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025
- Table 67: South America Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025
- Table 68: South America Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025
- Table 69: South America Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025
- Table 70: South America Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025
- Table 71: South America Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 72: Brazil Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025
- Table 73: Brazil Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025
- Table 74: Brazil Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025
- Table 75: Brazil Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025
- Table 76: Brazil Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025
- Table 77: Brazil Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025
- Table 78: Europe Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025
- Table 79: Europe Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025
- Table 80: Europe Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025
- Table 81: Europe Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 82: Europe Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025
- Table 83: Europe Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 84: Germany Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025
- Table 85: Germany Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025
- Table 86: Germany Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025
- Table 87: Germany Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 88: Germany Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025
- Table 89: Germany Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 90: France Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025

- Table 91: France Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025
- Table 92: France Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025
- Table 93: France Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 94: France Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025
- Table 95: France Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 96: Italy Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025
- Table 97: Italy Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025
- Table 98: Italy Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025
- Table 99: Italy Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 100: Italy Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025
- Table 101: Italy Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 102: Spain Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025
- Table 103: Spain Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025
- Table 104: Spain Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025
- Table 105: Spain Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 106: Spain Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025
- Table 107: Spain Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 108: U.K. Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025
- Table 109: U.K. Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025
- Table 110: U.K. Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025
- Table 111: U.K. Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025
- Table 112: U.K. Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025
- Table 113: U.K. Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025
- Table 114: Middle East and Africa Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025
- Table 115: Middle East and Africa Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025
- Table 116: Middle East and Africa Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025
- Table 117: Middle East and Africa Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025
- Table 118: Middle East and Africa Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025
- Table 119: Middle East and Africa Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025
- Table 120: South Africa Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025
- Table 121: South Africa Eco-Friendly Bitumen Market (by Application), \$ Thousand, 2019-2025
- Table 122: South Africa Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025



Table 123: South Africa Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025

Table 124: South Africa Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025

Table 125: South Africa Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025

Table 126: Saudi Arabia Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025

Table 127: Saudi Arabia Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025

Table 128: Saudi Arabia Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025

Table 129: Saudi Arabia Eco-Friendly Bitumen Market (Grade), \$Thousand, 2019-2025

Table 130: Saudi Arabia Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025

Table 131: Saudi Arabia Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025

Table 132: China Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025

Table 133: China Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025

Table 134: China Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025

Table 135: China Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025

Table 136: China Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025

Table 137: China Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025

Table 138: Asia-Pacific and Japan Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025

Table 139: Asia-Pacific and Japan Eco-Friendly Bitumen Market (by Application), \$ Thousand, 2019-2025

Table 140: Asia-Pacific and Japan Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025

Table 141: Asia-Pacific and Japan Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025

Table 142: Asia-Pacific and Japan Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025

Table 143: Asia-Pacific and Japan Eco-Friendly Bitumen Market (Grade), \$ Thousand, 2019-2025

Table 144: Japan Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025

Table 145: Japan Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025

Table 146: Japan Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025

Table 147: Japan Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025

Table 148: Japan Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025

Table 149: Japan Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025

Table 150: Australia Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025

Table 151: Australia Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025

Table 152: Australia Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025

Table 153: Australia Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025

Table 154: Australia Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025

Table 155: Australia Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025

Table 156: India Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025

Table 157: India Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025

Table 158: India Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025

Table 159: India Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025

Table 160: India Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025

Table 161: India Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025

Table 162: South Korea Eco-Friendly Bitumen Market (by Application), Tons, 2019-2025

Table 163: South Korea Eco-Friendly Bitumen Market (by Application), \$Thousand, 2019-2025

Table 164: South Korea Eco-Friendly Bitumen Market (by Grade), Tons, 2019-2025

Table 165: South Korea Eco-Friendly Bitumen Market (by Grade), \$Thousand, 2019-2025

Table 166: South Korea Eco-Friendly Bitumen Market (by Source), Tons, 2019-2025

Table 167: South Korea Eco-Friendly Bitumen Market (by Grade), \$ Thousand, 2019-2025

Table 168: American Gilsonite Company: Product Portfolio

Table 169: Product Developments

Table 170: Partnership and Collaboration

Table 171: Agarwal Industrial Corporation Limited: Product Portfolio

Table 172: The ATDM CO. LTD, Product Portfolio

Table 173: Avello Bioenergy: Product Portfolio

Table 174: Bharat Petroleum Corporation: Product Portfolio

Table 175: Cosmique Pvt Ltd.: Product Portfolio

Table 176: Eagle Petrochem: Product Portfolio

Table 177: Gilsoniteco, CO: Product Portfolio

Table 178: Jalnidhi Bitumen Specialties Pvt. Ltd.: Product Portfolio

Table 179: Mamz Asphalt Technologies (Pvt) Ltd: Product Portfolio

Table 180: Nikan West Gilsonite: Product Portfolio

Table 181: Nuroil Trading: Product Portfolio

Table 182: Royal Dutch Shell Company: Product Portfolio

Table 183: Product Developments

Table 184: Partnership and Collaboration

Table 185: Ventraco: Product Portfolio

Table 186: Mergers & Acquisitions

Table 187: Zista Gilsonite: Product Portfolio

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