

Global Vinyl Acetate Monomer Market Size Study, by Application (Polyvinyl Alcohol, Polyvinyl Acetate), by End-Use (Packaging, Construction), and Regional Forecasts 2022-2032

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Abstracts

The Global Vinyl Acetate Monomer (VAM) Market, valued at USD 10.64 billion in 2023, is anticipated to grow at a CAGR of 5.50% over the forecast period from 2024 to 2032. Vinyl acetate monomer, a key building block in the production of polyvinyl acetate and polyvinyl alcohol, has emerged as an essential chemical compound in industries ranging from adhesives and coatings to packaging and construction. Its widespread applications are driven by the ever-increasing demand for versatile, high-performance materials in these sectors.

The market is witnessing steady growth as manufacturers invest in advanced production technologies to enhance the quality and sustainability of VAM-derived products. Polyvinyl acetate continues to dominate the application segment, finding significant use in adhesives, paints, and coatings due to its superior binding properties and versatility. Meanwhile, polyvinyl alcohol, widely employed in textile sizing, paper coatings, and water-soluble films, is gaining momentum due to its eco-friendly nature, aligning with the global push toward sustainable solutions.

Several factors are fueling the growth of the VAM market. The booming packaging industry, driven by consumer goods and e-commerce, has amplified the demand for durable adhesives and coatings. Concurrently, the construction sector's expansion, particularly in emerging economies, has escalated the adoption of VAM-based products like paints and sealants. However, market challenges persist, including fluctuations in raw material prices, such as acetic acid and ethylene, which influence production costs. Stringent environmental regulations further necessitate continuous innovation and the

development of greener VAM production processes.

Regionally, Asia Pacific holds the lion's share of the global VAM market, supported by robust industrialization, urbanization, and strong manufacturing activities in countries like China, India, and Japan. The region benefits from abundant raw materials and increasing infrastructure projects, particularly in the construction and packaging sectors. Meanwhile, North America and Europe are poised for steady growth, driven by investments in sustainable chemical processes and the high demand for adhesives and coatings in packaging and automotive applications. Latin America and the Middle East & Africa are also witnessing rising opportunities as construction activities and industrial developments gain momentum.

Leading market players are leveraging strategic collaborations, capacity expansions, and innovations to enhance their market presence. Companies are increasingly focusing on developing bio-based VAM to cater to environmentally conscious industries, fostering long-term market growth. With industries like construction, packaging, and consumer goods evolving rapidly, the demand for VAM-based products is expected to surge, solidifying the market's robust outlook over the forecast period.

Major market players included in this report are:

BASF SE

Mitsubishi Chemical Corporation

Dow Chemical Company

Wacker Chemie AG

Celanese Corporation

LyondellBasell Industries

China National Petroleum Corporation (CNPC)

Lotte Chemical Corporation

Sinopec Group

Kuraray Co., Ltd.

DuPont de Nemours, Inc.

Akzo Nobel N.V.

INEOS Group

Sumitomo Chemical Co., Ltd.

Dairen Chemical Corporation

The detailed segments and sub-segment of the market are explained below:

By Application:

Polyvinyl Alcohol

Polyvinyl Acetate

By End-Use:

Packaging

Construction

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand-side and supply-side analysis of the market.

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