

Global Water-Based Adhesives Market Size Study, by Resin Type (Acrylic Polymer Emulsion, Vinyl Acetate Ethylene Emulsion), by Application (Tapes & Labels, Paper & Packaging, Woodworking, Building & Construction, Automotive & Transportation), and Regional Forecasts 2022-2032

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Abstracts

The global water-based adhesives market was valued at approximately USD 35.28 billion in 2023 and is projected to grow at a CAGR of 9.5% over the forecast period from 2024 to 2032. The market is witnessing robust growth due to increasing demand for environmentally friendly, low-VOC (volatile organic compounds), and sustainable adhesives across multiple industries, including packaging, construction, automotive, and woodworking. Water-based adhesives, which use water as a carrier instead of harmful solvents, are preferred for their lower toxicity and compliance with stringent environmental regulations.

Water-based adhesives offer strong bonding strength, fast drying properties, and cost-effectiveness, making them an ideal choice for manufacturers seeking eco-friendly alternatives. The rising emphasis on sustainable packaging solutions, especially with the growth of e-commerce and logistics, is a key driver fueling the demand for water-based adhesives. Additionally, increasing government regulations and consumer preferences toward green materials have significantly contributed to their widespread adoption in automotive, furniture, and construction applications.

The shift toward bio-based formulations is another emerging trend shaping the market. Innovations in biodegradable adhesives, enhanced bonding capabilities, and smart adhesive technology are providing manufacturers with new revenue opportunities.

Water-based adhesives are gaining traction in tapes & labels, bookbinding, pressure-sensitive adhesives, flooring, and textile lamination due to their flexibility and durability. Moreover, advancements in acrylic polymer emulsions and polyvinyl acetate (PVA) emulsions are enhancing their resistance to moisture, heat, and chemical exposure, making them highly competitive against solvent-based adhesives.

Geographically, Asia Pacific dominates the market due to rapid urbanization, booming industrial sectors, and increasing demand for sustainable adhesives. Meanwhile, North America and Europe are witnessing strong growth driven by environmental compliance, increased investments in green buildings, and regulatory standards mandating low-VOC emissions.

Major Market Players Included in This Report:

Henkel AG & Co. KGaA

H.B. Fuller

Arkema

Dow

Ashland

Bayer AG

PPG Industries

Sika AG

Akzo Nobel N.V.

3M

DuPont

Avery Dennison Corporation

Bostik (Arkema Group)

Mitsubishi Chemical Corporation

Franklin International

The Detailed Segments and Sub-segments of the Market are Explained Below:

By Resin Type:

Acrylic Polymer Emulsion

Polyvinyl Acetate Emulsion

Vinyl Acetate Ethylene Emulsion

Styrene Butadiene Latex

Polyurethane Dispersions

Other Resin Types

By Application:

Tapes & Labels

Paper & Packaging

Woodworking

Building & Construction

Automotive & Transportation

Other Applications

By Region:

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Latin America

Brazil

Argentina

Middle East & Africa

Saudi Arabia

South Africa

Years Considered for the Study:

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 approaches.

Analysis of the competitive structure of the market.

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

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