

# Global Emulsion Pressure Sensitive Adhesives Market Outlook to 2027

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## Abstracts

Emulsion Pressure Sensitive Adhesives consist of a mixture of an acrylic polymer, surfactant & other additives, which are used to manage adhesives performance, suspended water and this dispersion is coated onto a Webstock & the water is dried off, during the drying process, polymer and other components semicoalesce to form an active pressure-sensitive adhesive layer. According to BlueQuark Research & Consulting, the global Emulsion Pressure Sensitive Adhesives are expected to witness significant growth during the forecasted period. Factors like increasing usage of the user-friendly nature & self-adhesive labels are the crucial factors driving the Emulsion Pressure Sensitive Adhesives demand in the packaging industry. Further, the increase in global construction industries is a significant factor that influences the growth of the emulsion pressure-sensitive adhesives market across the globe. Furthermore, labels segment derived from acrylic emulsions are extensively utilized in the labeling industry owing to their superior characteristics are expected to drive the emulsion pressure-sensitive adhesives market growth. However, High moisture sensitivity is projected to hamper the market growth of emulsion pressure-sensitive adhesives. Moisture can negatively act on the adhesive properties. Moisture can wear out the joints on the interface, which originate the most damage and leads to degradation and reduction of adhesion between the adhesive and the adhered. This will hinder the emulsion pressure-sensitive adhesives Market near the Future.

Emulsion Pressure Sensitive Adhesives are extensively used for packaging labels, adhesive films, graphic films, and tapes, owing to their holding power and shear resistivity.

Emulsion Pressure Sensitive Adhesives do not lose their holding ability and perform well at room temperature as they do not require any external influence, which could be

surface energy, surface preparations, smoothness, temperature, etc. Pressure Sensitive Adhesives adhere to a surface when gentle pressure is applied, they have permanent tack & adequate cohesion. Typical applications are self-adhesives, paper & film labels, or tapes, and these papers labels can be precisely applied to food, such as fruits & vegetables, as well as sausages. Acrylic Emulsion Pressure Sensitive Adhesives are one of the significant pressure-sensitive adhesives used in the packaging industry. The global packaging industry is observing rapid growth, owing to the constantly growing demand from the food packaging sector. The changing consumer lifestyle is increasing the demand for packaged and canned foods, which in turn, is increasing the need for pressure-sensitive adhesives, mainly acrylic. Design improvements and innovations, combined with shifting focus toward the consumption of recyclable materials for packaging, are anticipated to offer diverse opportunities for the market's growth, thus leading to many new products.

Some of the market's key players are The 3M Company, Arkema Group, The Dow Chemical Company, H.B Fuller Company, and Henkel AG & Co. KGaA, amongst others.

The Asia-Pacific dominates the emulsion pressure-sensitive adhesives market owing to increasing demand from the packaging, construction, and electronics industry. The growth in global construction industries is a significant factor in developing the emulsion pressure-sensitive adhesives market across the globe. Emulsion pressure-sensitive adhesives tapes can be applied as an effective alternative or complementary barrier throughout a building by sealing areas such as windows and doors that may be vulnerable to outside environmental fluctuations. Emulsion pressure-sensitive adhesives are used to assemble electronic gadgets. These Emulsion pressure-sensitive adhesives have impressive assembly-related and performance characteristics, and they withstand high temperatures and harsh environments and bond securely to a host of substrates. These paper labels can be directly put into food, like fruits and vegetables, sausages, clear labels, packing lists, envelopes, general-purpose permanent labels, fabric labels, tire labels, removable labels, specialty labels, and durable labels. They allow wider webs, faster speeds, and overall better uptime during converting compared to other labels. Acrylic formulations provide an ideal solution combining balanced performance, good weather resistance, and advantageous processing. They have a low-cost and broad performance range, from ultra-removable to ultra-high adhesion depending on the formulation. Due to this benefit, applying pressure-sensitive adhesives based on acrylics increases considerably in various label and packaging applications.

July 2020, Avery Dennison's BOPP film portfolio has been certified to comply with the

Association of Plastic Recyclers (APR) Critical Guidance for HDPE recycling.

Global Emulsion Pressure Sensitive Adhesives Market report provides deep insight into the Industrial market's current and future state across various regions. The study comprehensively analyses the Emulsion Pressure Sensitive Adhesives market by segmenting based on Type (Acrylic, PVA, EVA, Others), Application (Labels, Films, Tapes, Others), End-use Industry (Packaging, Construction, Automotive, Medical, Others). The report examines the market drivers and restraints and the impact of Covid-19 on the market growth in detail. The study covers and includes emerging market trends, development, opportunities, and challenges in the industry. This report also covers extensively researched competitive landscape sections with prominent companies and profiles, including their market shares and projects.

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Dow Chemical  
/ Fuller Company  
kel AG & Co.

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ac Corporation  
na-tech Adhesives  
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acker Chemie AG  
xonMobil Chemical Company\* *List of companies is not exhaustive*

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