

# Global Polyvinyl Acetate Market Outlook to 2027

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## Abstracts

Polyvinyl Acetate is a synthetic, colorless, nontoxic thermoplastic adhesive formed by the polymerization of vinyl acetate that is also known as wood glue. According to BlueQuark Research & Consulting, the Global Polyvinyl Acetate market is expected to witness a significant growth rate during the forecasted period. Factors like the increasing use of Polyvinyl Acetate in the construction industry for the reinforcement of concrete structure, the bonding of metal and concrete, and the repair of cracks since they have low shrinkage, high bonding strength, heat and humidity resistance, and corrosion resistance are expected to drive the Global Polyvinyl Acetate Market. Further, the use of Polyvinyl Acetate as an emulsion adhesive in the packaging industry for Food packaging, bag, sack, and carton making due to its properties like low-toxic, no odor adhesive to bond and seal high energy surfaces is projected to drive the Polyvinyl Acetate market. Furthermore, the use of Polyvinyl Acetates as wood glue or carpenter's glue in furniture manufacturing due to its high tensile and bending strength is expected to drive the global Polyvinyl Acetate market. However, factors like the side effects of Polyvinyl Acetate, such as it being not effective on any surface that is non-porous, they are most effective at room temperature, difficulty in procuring raw materials, and fluctuating raw material prices are expected to hinder the future market growth.

Polyvinyl Acetate is a synthetic resin used as a film-forming component in latex house paints, like wood glue, carpenters glue, white glue, and Elmer's glue to bond and seal surfaces such as paper, corrugated carton, cotton, and wood, as a nontoxic and non-odor adhesive in the food packaging, as a plasticizer, textile finishes, and cement additives, binder for thick film pastes in electronic industry, shatterproof glass, as a binder in nonwovens and also used an adhesive in the building and construction industry.

The Packaging industry is the prime consumer of Polyvinyl Acetates and is projected to drive the global Polyvinyl Acetate market. The segment is driven due to the huge

demand for packaging material in different industries such as food and beverage, healthcare, electronics, and automotive industry due to its characteristics such as biodegradability, non-toxicity, water processability, low density, and high strength, the global market for Polyvinyl Acetate is bound to rise. Nestle used 4.5 million tonnes of materials for packaging purposes in 2020. Of this, the total global plastics and laminates use was 1.3 million tonnes in 2020. Further, the use of Polyvinyl Acetate in the food packaging for sealing the box tops since they're free of volatile organic compounds, which can create a foul odor and can compromise the quality of foods, is projected to drive its demand. Furthermore, Polyvinyl acetate as an emulsion adhesive provides a long-lasting and ultra-strong bond between papers, cardboards, plastics, and other materials that make them a good choice for the packaging industry. With the ascending rate of Urbanization, change in lifestyle, and the tremendously rising culture of online food delivery, the demand for packaging material is increasing. Thus, driving the growth in the global Polyvinyl Acetate market. Zomato managed to push its revenues up from INR 1,350 crore in 2019 to INR 2,485 crore in 2020. Therefore, all these factors have contributed to increasing the need for an efficient adhesive, driving the Global Polyvinyl Acetate Market.

The Asia Pacific region is poised to be the leader in the production and the subsequent consumption of Polyvinyl Acetate, with most of the consumption in countries like China and India. With the rising population, economic growth, increased disposable income, improved standard of living, consumer preference is shifting towards packaged items such as microwave food, snack foods, and frozen foods, etc. in the region. Further, with the increase in government spending on the infrastructure, industrialization, growing tourism, and manufacturing industries in the region like India, China, and Japan, the construction and renovation activities are increasing rapidly, leading to significant growth in the market is expected to drive the global Polyvinyl Acetates market. Furthermore, with the growing female population and rising awareness of female hygiene, the demand for nonwoven products is increasing in the region. Moreover, the demand for Polyvinyl Acetates has also been increased drastically in the footwear, furniture, and decoration industry in product assembly, solid lamination, and sealing is fueling the demand of the global Polyvinyl Acetates market. Factors like these have made Asia-Pacific a lucrative region for growth in the Polyvinyl Acetates market. Factors like these have made Asia-Pacific an essential region for growth in the Polyvinyl Acetate market.

Some of the market's key players are H.B. Fuller, Henkel AG, Hindustan Adhesives Limited, 3M Company, Ashland Specialty Chemical Company, among others.

In February 2021, Abu Dhabi Fund for Development (ADFD) signed three memoranda; the second memorandum of understanding (MoU) provides for studying the possibility of investing in a project to establish a chemical industry complex in Turkmenistan for AED 642.7 million to produce polyvinyl acetate.

Global Polyvinyl Acetate Market report provides deep insight into the Industrial market's current and future state across various regions. The study comprehensively analyses the Polyvinyl Acetate market by segmenting based on the Type (Polyvinyl Alcohol, styrene-butadiene rubber, UV curable resins, Acrylic resins, Plastics, Others), Form (Organic Solvent Solution, water dispersion, others), Application (Latex house paints, Foil lamination, light-weight panels, Wood glues, Solid wood lamination, Others), and Geography (Asia-Pacific, North America, Europe, South America, and Middle-East and Africa). 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, developments, 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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