

Global Rubber-based Pressure Sensitive Adhesive (PSA) Market Outlook to 2027

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Abstracts

Rubber-based Pressure Sensitive Adhesive or rubber-based PSA's composition comprises a rubbery polymer, in which rubber is chosen as the primary material because they offer excellent tack and ultimate adhesion, adhere to a wide range of materials and different surface types, and work well in low-temperature applications. According to BlueQuark Research & Consulting, the global Rubber-based Pressure Sensitive Adhesive market is expected to witness a significant growth rate during the forecasted period. Factors like the increasing use of Rubber-based Pressure Sensitive Adhesive tape in the Automotive Industry used on the body of the vehicle, under the bonnet, and exterior and interior trim of the vehicle due to its exceptional qualities like adherence to most of the surfaces are expected to drive the global market. Further, in the Medical Industry, the use of Rubber-based Pressure Sensitive Adhesive for medical tapes, wound dressing, surgical drapes, bandages, etc., due to adhesion formulation such as tack and peel adhesion, are projected to drive the global market. Furthermore, the increasing usage of Rubber-based Pressure Sensitive Adhesive in the Construction & Building for manufacturing tape for decorative bonding trims on furniture, and bonding components within escalator and elevator, which are thin, flexible adhesive tape with single or double-sided coating, is expected to drive market growth. However, the price of raw materials associated with Rubber-based Pressure Sensitive Adhesive is fluctuating, and sensitivity towards UV light, high temperature, and moisture are expected to hinder the global market growth.

Rubber-based Pressure Sensitive Adhesive is used in Automotive for vehicle's body, under the bonnet, exterior and interior of vehicles, tapes & labels in lightweight vehicles and it is used in the medical industry for medical tapes, wound dressings, surgical drapes, bandages. It is also used in construction tapes for decorative bonding trims on furniture, elevators & escalators, bonding profile extruders & decorative trims, wall

coverings, attractive facades as well as electronics, packaging, labeling.

The Automotive Industry is the most vital consumer of Rubber-based Pressure Sensitive Adhesive and is projected to drive the Global Market. Rubber-based Pressure Sensitive Adhesive used in the light-weight vehicles as it requires less maintenance and operation charges less fuel consumption, the Global Market for Rubber-based Pressure Sensitive Adhesive is bound to rise. Rubber-based Pressure Sensitive adhesive replaces mechanical fasteners to attach vehicle trim due to its improving corrosion resistance. According to the International Organization of Motor Vehicle Manufacturers, the global production data of all vehicles was 52.14 million in 2020, after growing at a rate of 9.6% is increased by 57.26 million in 2021, expected to grow the the Global Rubber-based Pressure Sensitive Adhesive Market . Rubber-based Pressure Sensitive Adhesives help to eliminate holes that allow moisture or liquids to enter the vehicle due to outstanding adhesion property, thus driving the Global Rubber-based Pressure Sensitive Adhesive Industry. Therefore the use of Rubber-based Pressure Sensitive Adhesive in the Automotive industry, adhering weather-stripping materials or vehicles interior components such as dashboards, glass, mirrors, carpet, and more, is expected to grow and drive the overall market in the future.

The Asia-Pacific region is expected to be the leader in the production and consumption of Rubber-based Pressure Sensitive Adhesive, with most of the consumption in countries like China and India. The demand for automotive, medical industry, and building & construction is enormous in the region since more than half of the world's population lives there. Further, the use of Rubber-based Pressure Sensitive Adhesives in the Automotive industry because the populations are more towards light-weight automobiles as the weight of automobiles are reduced by 10% will decrease the 6-8% of fuel consumption, thus driving the market demand. Due to the increasing incidents of accidents such as road accidents, trauma, burns, the use of wound coverings, bandages, medical tapes made of Rubber-based Pressure Sensitive Adhesives are increasing, which are safer, are driving the demand for Rubber-based Pressure Sensitive Adhesive in the Global Market. Due to the rapid increase in industrialization and urbanization in the region, in building & construction, Rubber-based Pressure Sensitive Adhesive tapes helps in reducing manufacturing time, provides uniform thickness and gap fillings, remove the need for a surface refinishing as well as vibration damping and noise reduction is expected to drive the demand of Rubber-based Pressure Sensitive Adhesive in the market. Due to the use of Rubber-based Pressure Sensitive Adhesive tape in a wide application, easy to use and low cost compared to other fasteners, expected to drive the demand for Rubber-based Pressure Sensitive Adhesive in the Global Market. Factors like these have made the Asia-Pacific an

essential region for growth in the Rubber-based Pressure Sensitive Adhesive Market.

Some of the market's key players are The 3M Company, Alfa International Corporation, Adhesive Research Inc., American Brilrite Inc, Avery Dennison Corporation, H.B. Fuller Company, among others.

In October 2019, Avery Dennison performance tapes introduced a Core Series Portfolio which has features of full breadth adhesive technologies, ranging from rubber to silicone used in a variety of tape construction.

Global Rubber-based Pressure Sensitive Adhesive Market report provides deep insight into the Industrial market's current and future state across various regions. The study comprehensively analyses the Rubber-based Pressure Sensitive Adhesive market by segmenting based on the Type (Natural, Synthetic, Others), By Technology (Water-Based, Solvent-Based, Hot Melt, Radiation Cured, Others), By Application (Tapes, Labels, Graphics, others), End-Use Industries (Automotive, Medical, Building & Construction, 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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