

Global Wax Emulsion Market Outlook to 2027

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Abstracts

Wax Emulsion is a stable mixture of one or more waxes in water. Waxes and water are generally immiscible but can be brought together stably by surfactants. According to BlueQuark Research & Consulting, the global Wax Emulsion market is expected to witness a significant growth rate during the forecasted period. Factors like the increasing use of Wax Emulsions in the paint & coatings often used to protect clear coated surfaces from damage due to abrasive forces or moisture exposure are expected to drive the global market. Further, in the adhesive industry, Wax Emulsion is used to improve the adhesion and durability in the older cracked or peeling coatings on the architectural surface is projected to drive the global market. Furthermore, polyethylene wax emulsions are used in the textile industry and are used primarily as softeners, and sizing aids are expected to drive market growth. However, wax emulsions have negative impacts due to their increased viscosity, more significant pressure drop, and more difficult oil-water separation are expected to hinder the global market growth.

Wax emulsion is used in paints & coatings for diverse applications, including can & coil coatings, wood OEM coatings, UV paints, packaging coatings, and digital printing inks coating. It can be used in formulations of floor treatment products, wood finishes, car care products, paper, inks and varnishes, fiberglass, textiles, home use, lubricants, and mold release agents.

The Paint & Coating Industry is the most vital consumer of Wax Emulsion and is projected to drive the Global Market. Wax emulsion additives are used in the paint & coating without impacting the appearance of the finish. Emulsified wax particles are usually less than 1 micron, which maintains high gloss finishes, making the Global Market for Wax Emulsion is bound to rise. According to Sherwin-Williams Company, paint and coatings manufacturing industry, in 2020, sales increased to USD 460.9 million, growing at a rate of 2.6%, expected to reach a record of USD 18.36 billion.

Sales in US and Canada paint stores grew by 2.7%. The impact of Covid-19 increased the sales of the DIY segment, where stay-at-home mandates drove a surge in home improvement projects. Wax Emulsions are used to deliver a variety of desired properties, from abrasion and block resistance to mar and rub resistance to release and slip control. Polypropylene is a hard wax emulsion useful for abrasion resistance and matting, which will not increase slip property and may impart a textured or rubbery feel, the demand for the industry shoots, thus driving the Global Wax Emulsion Industry. Therefore the mentioned use of Wax Emulsions in the Paint & Coating Industry 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 Wax Emulsions, with most of the consumption in countries like China and India. With the growing population, the demand for wax emulsion in the paint and coating industry is increasing, which acts as a lubricity additive to provide enhanced protection while maintaining high gloss and impacting appearance, thus driving the global Wax Emulsion market. The demand for Wax Emulsions is increasing in the adhesive industry. Aqueous wax emulsions adherent to an architectural surface are waterproof and highly permeable to water vapor and prevent moisture-related bubbling and peeling, which is driving the need for Wax Emulsion in the Global Market. Wax emulsion gives the fabric a high sheen, bright color, excellent elasticity, and high tensile strength in the textile industry. It is frequently used in post-finishing to improve hand feels softness, smoothness, and gloss expected to drive the demand for Wax Emulsion. In the cosmetic industry, Wax Emulsion is the chemical used to bind oil and water together to form a smooth lotion, cream, and emulsion, driving the global Wax Emulsion market. In the automotive industry, Wax Emulsion gives the body the desired color. It provides weathering protection to UV-light exposed parts and smooth finishes to interior surfaces, driving the Wax Emulsion market. In the wood processing industry, wax emulsion protects wood boards from water and has an anti-dust effect essential while boards are sawing up or grinding, driving the demand for global Wax Emulsion. The mentioned factors have made the Asia-Pacific a necessary region for growth in the Wax Emulsion Market.

Some of the market's key players are BASF SE, Nippon Seiro Co., Ltd, Sasol Limited, Exxon Mobil Corporation, Allinova B. V., among others.

In May 2021, Michelman was pleased to announce a new distribution partnership with Omya, a global calcium carbonate producer and specialty chemical distributor. Its surface modifiers, and the wax emulsion product line will be distributed exclusively by Omya to Canada's paints and coating markets.

The Global Wax Emulsion Market report provides deep insight into the Industrial market's current and future state across various regions. The study comprehensively analyses the Wax Emulsion market by segmenting based on the By Source (Natural, Synthetic), By Type (Polyethylene Wax, Paraffin Wax, Polypropylene Wax, Carnauba, Others), By Application (Paint, Adhesives, Textile, Cosmetics, Automotive, Wood processing, 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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