

# Global Adhesive-use Waterborne PUD Market Research Report 2026(Status and Outlook)

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## Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Adhesive-use Waterborne PUD competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Adhesive-use waterborne polyurethane dispersions (PUD) are a type of polymer dispersion based on water-soluble polyurethane, widely used in various adhesive products, especially those requiring eco-friendliness, low emissions, and high performance. PUDs are formed by dispersing polyurethane molecules in water-based solvents, such as water, which results in a lower volatile organic compound (VOC) content. As such, they comply with increasingly stringent environmental regulations, making them particularly suitable for industries with high environmental standards. Waterborne polyurethane adhesives not only retain the excellent adhesion properties of traditional polyurethane but also offer the safety and convenience of water-based systems, making them ideal for applications in wood, leather, paper, textiles, automotive, and construction materials. The product range of waterborne polyurethane adhesives is vast, covering a wide array of industries from light to heavy manufacturing, and from everyday consumer goods to specialized equipment. In the consumer goods sector, such as packaging materials, footwear manufacturing, and home décor, waterborne polyurethane adhesives are extensively used due to their excellent performance. As the demand for eco-friendly, durable, and health-conscious products continues to rise, the application areas of waterborne polyurethane adhesives are expanding. They play a significant role in reducing environmental pollution and improving production efficiency. The future of the waterborne polyurethane adhesive market is promising, with many opportunities and challenges. Firstly, tightening environmental regulations are driving the demand for eco-friendly adhesives. Government policies requiring low VOC and low-emission products are prompting

adhesive manufacturers to shift towards waterborne polyurethane adhesives. Additionally, as consumers increasingly demand health-conscious, safe, and sustainable products, waterborne polyurethane adhesives are becoming mainstream due to their eco-friendly characteristics. The demand for waterborne polyurethane adhesives is particularly high in sectors like construction, automotive, and packaging. Opportunities in the market are growing as consumers' demands for health, environmental sustainability, and durability continue to rise. The application areas for waterborne polyurethane adhesives are expanding, especially in automotive interiors, electronic devices, packaging materials, and sustainable construction materials. Moreover, waterborne polyurethane adhesives can bond well with other materials like fibers, wood, and leather, further broadening their market applications. However, the market also faces risks. The manufacturing process of waterborne polyurethane adhesives is technically demanding, leading to higher production costs compared to traditional solvent-based adhesives, which may put pressure on smaller manufacturers in terms of price competition. Additionally, in certain high-performance adhesive applications, waterborne polyurethane adhesives may not fully match the performance of traditional solvent-based adhesives, posing a challenge to market growth. Regarding market concentration, major chemical companies such as BASF, Covestro, and Huntsman hold significant market shares. With ongoing technological innovations and decreasing production costs, it is expected that small and medium-sized enterprises will gradually increase their market share.

The global Adhesive-use Waterborne PUD market size was estimated at USD 210.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 9.00% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Adhesive-use Waterborne PUD market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Adhesive-use Waterborne PUD market. It offers detailed profiles of major players, including their

market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Adhesive-use Waterborne PUD market.

### **Global Adhesive-use Waterborne PUD Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Covestro  
Lanxess  
BASF  
Dow  
DIC  
Hauthaway Corporation  
Alberdingk Boley  
Stahl  
Mitsui Chemicals  
UBE Corporation  
Wanhua Chemical  
Siwo  
PURIN

## **Market Segmentation (by Type)**

Polyester-Based PUD  
Polyether-Based PUD  
Aromatic Isocyanate-Based PUD  
Aliphatic Isocyanate-Based PUD

## **Market Segmentation (by Application)**

Wood & Furniture Bonding  
Leather & Textile Adhesion  
Packaging & Paper Products  
Automotive & Industrial Assembly

## **Geographic Segmentation**

North America (USA, Canada, Mexico)  
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)  
South America (Brazil, Argentina, Columbia, Rest of South America)  
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

## **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Adhesive-use Waterborne PUD Market  
Overview of the regional outlook of the Adhesive-use Waterborne PUD Market:

## **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Adhesive-use Waterborne PUD Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Adhesive-use Waterborne PUD, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail,

including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## **Customization of the Report**

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