

Global Tpu Hot Melt Adhesive Granule Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

TPU Hot Melt Adhesive Granules refer to thermoplastic polyurethane (TPU) adhesive material that comes in granule form and is used in hot melt adhesive applications. These granules are designed to melt when heated and provide a strong adhesive bond upon cooling. TPU hot melt adhesive granules are used in various industries for bonding different substrates together in a wide range of applications.

The global Tpu Hot Melt Adhesive Granule market size was estimated at USD 485.25 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 6.45% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Tpu Hot Melt Adhesive Granule 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 Tpu Hot Melt Adhesive Granule 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 Tpu Hot Melt Adhesive Granule market

Global Tpu Hot Melt Adhesive Granule 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

GC Adhesives Company
HENGNING COPYRIGHT
CALCA
DOYPrinter
Shenzhen Tunsing Plastic Products
TPUCO
PrintWant
Shanghai Hengning New Materials
Jiangsu Hehe New Materials
TEXTEK
Sumei
Haiyi Material

Market Segmentation (by Type)

Milky White Granule
Transparent Pellets

Market Segmentation (by Application)

Footwear Industry
Automotive Interior
Packaging Industry
Clothing and Textile Industry
Electronic Product
Other

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 Tpu Hot Melt Adhesive Granule Market

Overview of the regional outlook of the Tpu Hot Melt Adhesive Granule Market.

Customization of the Report

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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 Tpu Hot Melt Adhesive Granule 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 Tpu Hot Melt Adhesive Granule, 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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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Tpu Hot Melt Adhesive Granule

1.2 Key Market Segments

1.2.1 Tpu Hot Melt Adhesive Granule Segment by Type

1.2.2 Tpu Hot Melt Adhesive Granule Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 TPU HOT MELT ADHESIVE GRANULE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Tpu Hot Melt Adhesive Granule Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Tpu Hot Melt Adhesive Granule Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 TPU HOT MELT ADHESIVE GRANULE MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Tpu Hot Melt Adhesive Granule Product Life Cycle

3.3 Global Tpu Hot Melt Adhesive Granule Sales by Manufacturers (2020-2025)

3.4 Global Tpu Hot Melt Adhesive Granule Revenue Market Share by Manufacturers (2020-2025)

3.5 Tpu Hot Melt Adhesive Granule Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Tpu Hot Melt Adhesive Granule Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Tpu Hot Melt Adhesive Granule Market Competitive Situation and Trends

3.8.1 Tpu Hot Melt Adhesive Granule Market Concentration Rate

3.8.2 Global 5 and 10 Largest Tpu Hot Melt Adhesive Granule Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 TPU HOT MELT ADHESIVE GRANULE INDUSTRY CHAIN ANALYSIS

4.1 Tpu Hot Melt Adhesive Granule Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF TPU HOT MELT ADHESIVE GRANULE MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Tpu Hot Melt Adhesive Granule Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Tpu Hot Melt Adhesive Granule Market

5.7 ESG Ratings of Leading Companies

6 TPU HOT MELT ADHESIVE GRANULE MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Tpu Hot Melt Adhesive Granule Sales Market Share by Type (2020-2025)

6.3 Global Tpu Hot Melt Adhesive Granule Market Size Market Share by Type

(2020-2025)

6.4 Global Tpu Hot Melt Adhesive Granule Price by Type (2020-2025)

7 TPU HOT MELT ADHESIVE GRANULE MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Tpu Hot Melt Adhesive Granule Market Sales by Application (2020-2025)

7.3 Global Tpu Hot Melt Adhesive Granule Market Size (M USD) by Application (2020-2025)

7.4 Global Tpu Hot Melt Adhesive Granule Sales Growth Rate by Application (2020-2025)

8 TPU HOT MELT ADHESIVE GRANULE MARKET SALES BY REGION

8.1 Global Tpu Hot Melt Adhesive Granule Sales by Region

8.1.1 Global Tpu Hot Melt Adhesive Granule Sales by Region

8.1.2 Global Tpu Hot Melt Adhesive Granule Sales Market Share by Region

8.2 Global Tpu Hot Melt Adhesive Granule Market Size by Region

8.2.1 Global Tpu Hot Melt Adhesive Granule Market Size by Region

8.2.2 Global Tpu Hot Melt Adhesive Granule Market Size Market Share by Region

8.3 North America

8.3.1 North America Tpu Hot Melt Adhesive Granule Sales by Country

8.3.2 North America Tpu Hot Melt Adhesive Granule Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Tpu Hot Melt Adhesive Granule Sales by Country

8.4.2 Europe Tpu Hot Melt Adhesive Granule Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Tpu Hot Melt Adhesive Granule Sales by Region

8.5.2 Asia Pacific Tpu Hot Melt Adhesive Granule Market Size by Region

8.5.3 China Market Overview

- 8.5.4 Japan Market Overview
- 8.5.5 South Korea Market Overview
- 8.5.6 India Market Overview
- 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Tpu Hot Melt Adhesive Granule Sales by Country
 - 8.6.2 South America Tpu Hot Melt Adhesive Granule Market Size by Country
 - 8.6.3 Brazil Market Overview
 - 8.6.4 Argentina Market Overview
 - 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
 - 8.7.1 Middle East and Africa Tpu Hot Melt Adhesive Granule Sales by Region
 - 8.7.2 Middle East and Africa Tpu Hot Melt Adhesive Granule Market Size by Region
 - 8.7.3 Saudi Arabia Market Overview
 - 8.7.4 UAE Market Overview
 - 8.7.5 Egypt Market Overview
 - 8.7.6 Nigeria Market Overview
 - 8.7.7 South Africa Market Overview

9 TPU HOT MELT ADHESIVE GRANULE MARKET PRODUCTION BY REGION

- 9.1 Global Production of Tpu Hot Melt Adhesive Granule by Region(2020-2025)
- 9.2 Global Tpu Hot Melt Adhesive Granule Revenue Market Share by Region (2020-2025)
- 9.3 Global Tpu Hot Melt Adhesive Granule Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Tpu Hot Melt Adhesive Granule Production
 - 9.4.1 North America Tpu Hot Melt Adhesive Granule Production Growth Rate (2020-2025)
 - 9.4.2 North America Tpu Hot Melt Adhesive Granule Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Tpu Hot Melt Adhesive Granule Production
 - 9.5.1 Europe Tpu Hot Melt Adhesive Granule Production Growth Rate (2020-2025)
 - 9.5.2 Europe Tpu Hot Melt Adhesive Granule Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Tpu Hot Melt Adhesive Granule Production (2020-2025)
 - 9.6.1 Japan Tpu Hot Melt Adhesive Granule Production Growth Rate (2020-2025)
 - 9.6.2 Japan Tpu Hot Melt Adhesive Granule Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Tpu Hot Melt Adhesive Granule Production (2020-2025)

9.7.1 China Tpu Hot Melt Adhesive Granule Production Growth Rate (2020-2025)

9.7.2 China Tpu Hot Melt Adhesive Granule Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 GC Adhesives Company

10.1.1 GC Adhesives Company Basic Information

10.1.2 GC Adhesives Company Tpu Hot Melt Adhesive Granule Product Overview

10.1.3 GC Adhesives Company Tpu Hot Melt Adhesive Granule Product Market Performance

10.1.4 GC Adhesives Company Business Overview

10.1.5 GC Adhesives Company SWOT Analysis

10.1.6 GC Adhesives Company Recent Developments

10.2 HENGNING COPYRIGHT

10.2.1 HENGNING COPYRIGHT Basic Information

10.2.2 HENGNING COPYRIGHT Tpu Hot Melt Adhesive Granule Product Overview

10.2.3 HENGNING COPYRIGHT Tpu Hot Melt Adhesive Granule Product Market Performance

10.2.4 HENGNING COPYRIGHT Business Overview

10.2.5 HENGNING COPYRIGHT SWOT Analysis

10.2.6 HENGNING COPYRIGHT Recent Developments

10.3 CALCA

10.3.1 CALCA Basic Information

10.3.2 CALCA Tpu Hot Melt Adhesive Granule Product Overview

10.3.3 CALCA Tpu Hot Melt Adhesive Granule Product Market Performance

10.3.4 CALCA Business Overview

10.3.5 CALCA SWOT Analysis

10.3.6 CALCA Recent Developments

10.4 DOYPrinter

10.4.1 DOYPrinter Basic Information

10.4.2 DOYPrinter Tpu Hot Melt Adhesive Granule Product Overview

10.4.3 DOYPrinter Tpu Hot Melt Adhesive Granule Product Market Performance

10.4.4 DOYPrinter Business Overview

10.4.5 DOYPrinter Recent Developments

10.5 Shenzhen Tunsing Plastic Products

10.5.1 Shenzhen Tunsing Plastic Products Basic Information

10.5.2 Shenzhen Tunsing Plastic Products Tpu Hot Melt Adhesive Granule Product

Overview

10.5.3 Shenzhen Tunsing Plastic Products Tpu Hot Melt Adhesive Granule Product

Market Performance

10.5.4 Shenzhen Tunsing Plastic Products Business Overview

10.5.5 Shenzhen Tunsing Plastic Products Recent Developments

10.6 TPUCO

10.6.1 TPUCO Basic Information

10.6.2 TPUCO Tpu Hot Melt Adhesive Granule Product Overview

10.6.3 TPUCO Tpu Hot Melt Adhesive Granule Product Market Performance

10.6.4 TPUCO Business Overview

10.6.5 TPUCO Recent Developments

10.7 PrintWant

10.7.1 PrintWant Basic Information

10.7.2 PrintWant Tpu Hot Melt Adhesive Granule Product Overview

10.7.3 PrintWant Tpu Hot Melt Adhesive Granule Product Market Performance

10.7.4 PrintWant Business Overview

10.7.5 PrintWant Recent Developments

10.8 Shanghai Hengning New Materials

10.8.1 Shanghai Hengning New Materials Basic Information

10.8.2 Shanghai Hengning New Materials Tpu Hot Melt Adhesive Granule Product

Overview

10.8.3 Shanghai Hengning New Materials Tpu Hot Melt Adhesive Granule Product

Market Performance

10.8.4 Shanghai Hengning New Materials Business Overview

10.8.5 Shanghai Hengning New Materials Recent Developments

10.9 Jiangsu Hehe New Materials

10.9.1 Jiangsu Hehe New Materials Basic Information

10.9.2 Jiangsu Hehe New Materials Tpu Hot Melt Adhesive Granule Product Overview

10.9.3 Jiangsu Hehe New Materials Tpu Hot Melt Adhesive Granule Product Market

Performance

10.9.4 Jiangsu Hehe New Materials Business Overview

10.9.5 Jiangsu Hehe New Materials Recent Developments

10.10 TEXTEK

10.10.1 TEXTEK Basic Information

10.10.2 TEXTEK Tpu Hot Melt Adhesive Granule Product Overview

10.10.3 TEXTEK Tpu Hot Melt Adhesive Granule Product Market Performance

10.10.4 TEXTEK Business Overview

10.10.5 TEXTEK Recent Developments

10.11 Sumei

- 10.11.1 Sumei Basic Information
- 10.11.2 Sumei Tpu Hot Melt Adhesive Granule Product Overview
- 10.11.3 Sumei Tpu Hot Melt Adhesive Granule Product Market Performance
- 10.11.4 Sumei Business Overview
- 10.11.5 Sumei Recent Developments
- 10.12 Haiyi Material
 - 10.12.1 Haiyi Material Basic Information
 - 10.12.2 Haiyi Material Tpu Hot Melt Adhesive Granule Product Overview
 - 10.12.3 Haiyi Material Tpu Hot Melt Adhesive Granule Product Market Performance
 - 10.12.4 Haiyi Material Business Overview
 - 10.12.5 Haiyi Material Recent Developments

11 TPU HOT MELT ADHESIVE GRANULE MARKET FORECAST BY REGION

- 11.1 Global Tpu Hot Melt Adhesive Granule Market Size Forecast
- 11.2 Global Tpu Hot Melt Adhesive Granule Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Tpu Hot Melt Adhesive Granule Market Size Forecast by Country
 - 11.2.3 Asia Pacific Tpu Hot Melt Adhesive Granule Market Size Forecast by Region
 - 11.2.4 South America Tpu Hot Melt Adhesive Granule Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Tpu Hot Melt Adhesive Granule by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 12.1 Global Tpu Hot Melt Adhesive Granule Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of Tpu Hot Melt Adhesive Granule by Type (2026-2033)
 - 12.1.2 Global Tpu Hot Melt Adhesive Granule Market Size Forecast by Type (2026-2033)
 - 12.1.3 Global Forecasted Price of Tpu Hot Melt Adhesive Granule by Type (2026-2033)
- 12.2 Global Tpu Hot Melt Adhesive Granule Market Forecast by Application (2026-2033)
 - 12.2.1 Global Tpu Hot Melt Adhesive Granule Sales (K MT) Forecast by Application
 - 12.2.2 Global Tpu Hot Melt Adhesive Granule Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Market Size (M USD) Segment Executive Summary
Table 4. Tpu Hot Melt Adhesive Granule Market Size Comparison by Region (M USD)
Table 5. Global Tpu Hot Melt Adhesive Granule Sales (K MT) by Manufacturers (2020-2025)
Table 6. Global Tpu Hot Melt Adhesive Granule Sales Market Share by Manufacturers (2020-2025)
Table 7. Global Tpu Hot Melt Adhesive Granule Revenue (M USD) by Manufacturers (2020-2025)
Table 8. Global Tpu Hot Melt Adhesive Granule Revenue Share by Manufacturers (2020-2025)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Tpu Hot Melt Adhesive Granule as of 2024)
Table 10. Global Market Tpu Hot Melt Adhesive Granule Average Price (USD/KG) of Key Manufacturers (2020-2025)
Table 11. Manufacturers? Manufacturing Sites, Areas Served
Table 12. Manufacturers? Product Type
Table 13. Global Tpu Hot Melt Adhesive Granule Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 14. Mergers & Acquisitions, Expansion Plans
Table 15. Market Overview of Key Raw Materials
Table 16. Midstream Market Analysis
Table 17. Downstream Customer Analysis
Table 18. Key Development Trends
Table 19. Driving Factors
Table 20. Tpu Hot Melt Adhesive Granule Market Challenges
Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 25. Global Tpu Hot Melt Adhesive Granule Sales by Type (K MT)
Table 26. Global Tpu Hot Melt Adhesive Granule Market Size by Type (M USD)
Table 27. Global Tpu Hot Melt Adhesive Granule Sales (K MT) by Type (2020-2025)

Table 28. Global Tpu Hot Melt Adhesive Granule Sales Market Share by Type (2020-2025)

Table 29. Global Tpu Hot Melt Adhesive Granule Market Size (M USD) by Type (2020-2025)

Table 30. Global Tpu Hot Melt Adhesive Granule Market Size Share by Type (2020-2025)

Table 31. Global Tpu Hot Melt Adhesive Granule Price (USD/KG) by Type (2020-2025)

Table 32. Global Tpu Hot Melt Adhesive Granule Sales (K MT) by Application

Table 33. Global Tpu Hot Melt Adhesive Granule Market Size by Application

Table 34. Global Tpu Hot Melt Adhesive Granule Sales by Application (2020-2025) & (K MT)

Table 35. Global Tpu Hot Melt Adhesive Granule Sales Market Share by Application (2020-2025)

Table 36. Global Tpu Hot Melt Adhesive Granule Market Size by Application (2020-2025) & (M USD)

Table 37. Global Tpu Hot Melt Adhesive Granule Market Share by Application (2020-2025)

Table 38. Global Tpu Hot Melt Adhesive Granule Sales Growth Rate by Application (2020-2025)

Table 39. Global Tpu Hot Melt Adhesive Granule Sales by Region (2020-2025) & (K MT)

Table 40. Global Tpu Hot Melt Adhesive Granule Sales Market Share by Region (2020-2025)

Table 41. Global Tpu Hot Melt Adhesive Granule Market Size by Region (2020-2025) & (M USD)

Table 42. Global Tpu Hot Melt Adhesive Granule Market Size Market Share by Region (2020-2025)

Table 43. North America Tpu Hot Melt Adhesive Granule Sales by Country (2020-2025) & (K MT)

Table 44. North America Tpu Hot Melt Adhesive Granule Market Size by Country (2020-2025) & (M USD)

Table 45. Europe Tpu Hot Melt Adhesive Granule Sales by Country (2020-2025) & (K MT)

Table 46. Europe Tpu Hot Melt Adhesive Granule Market Size by Country (2020-2025) & (M USD)

Table 47. Asia Pacific Tpu Hot Melt Adhesive Granule Sales by Region (2020-2025) & (K MT)

Table 48. Asia Pacific Tpu Hot Melt Adhesive Granule Market Size by Region (2020-2025) & (M USD)

Table 49. South America Tpu Hot Melt Adhesive Granule Sales by Country (2020-2025) & (K MT)

Table 50. South America Tpu Hot Melt Adhesive Granule Market Size by Country (2020-2025) & (M USD)

Table 51. Middle East and Africa Tpu Hot Melt Adhesive Granule Sales by Region (2020-2025) & (K MT)

Table 52. Middle East and Africa Tpu Hot Melt Adhesive Granule Market Size by Region (2020-2025) & (M USD)

Table 53. Global Tpu Hot Melt Adhesive Granule Production (K MT) by Region(2020-2025)

Table 54. Global Tpu Hot Melt Adhesive Granule Revenue (US\$ Million) by Region (2020-2025)

Table 55. Global Tpu Hot Melt Adhesive Granule Revenue Market Share by Region (2020-2025)

Table 56. Global Tpu Hot Melt Adhesive Granule Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 57. North America Tpu Hot Melt Adhesive Granule Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 58. Europe Tpu Hot Melt Adhesive Granule Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 59. Japan Tpu Hot Melt Adhesive Granule Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 60. China Tpu Hot Melt Adhesive Granule Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 61. GC Adhesives Company Basic Information

Table 62. GC Adhesives Company Tpu Hot Melt Adhesive Granule Product Overview

Table 63. GC Adhesives Company Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 64. GC Adhesives Company Business Overview

Table 65. GC Adhesives Company SWOT Analysis

Table 66. GC Adhesives Company Recent Developments

Table 67. HENGNING COPYRIGHT Basic Information

Table 68. HENGNING COPYRIGHT Tpu Hot Melt Adhesive Granule Product Overview

Table 69. HENGNING COPYRIGHT Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 70. HENGNING COPYRIGHT Business Overview

Table 71. HENGNING COPYRIGHT SWOT Analysis

Table 72. HENGNING COPYRIGHT Recent Developments

Table 73. CALCA Basic Information

Table 74. CALCA Tpu Hot Melt Adhesive Granule Product Overview
Table 75. CALCA Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 76. CALCA Business Overview
Table 77. CALCA SWOT Analysis
Table 78. CALCA Recent Developments
Table 79. DOYPrinter Basic Information
Table 80. DOYPrinter Tpu Hot Melt Adhesive Granule Product Overview
Table 81. DOYPrinter Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 82. DOYPrinter Business Overview
Table 83. DOYPrinter Recent Developments
Table 84. Shenzhen Tunsing Plastic Products Basic Information
Table 85. Shenzhen Tunsing Plastic Products Tpu Hot Melt Adhesive Granule Product Overview
Table 86. Shenzhen Tunsing Plastic Products Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 87. Shenzhen Tunsing Plastic Products Business Overview
Table 88. Shenzhen Tunsing Plastic Products Recent Developments
Table 89. TPUCO Basic Information
Table 90. TPUCO Tpu Hot Melt Adhesive Granule Product Overview
Table 91. TPUCO Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 92. TPUCO Business Overview
Table 93. TPUCO Recent Developments
Table 94. PrintWant Basic Information
Table 95. PrintWant Tpu Hot Melt Adhesive Granule Product Overview
Table 96. PrintWant Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 97. PrintWant Business Overview
Table 98. PrintWant Recent Developments
Table 99. Shanghai Hengning New Materials Basic Information
Table 100. Shanghai Hengning New Materials Tpu Hot Melt Adhesive Granule Product Overview
Table 101. Shanghai Hengning New Materials Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 102. Shanghai Hengning New Materials Business Overview
Table 103. Shanghai Hengning New Materials Recent Developments
Table 104. Jiangsu Hehe New Materials Basic Information

Table 105. Jiangsu Hehe New Materials Tpu Hot Melt Adhesive Granule Product Overview

Table 106. Jiangsu Hehe New Materials Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 107. Jiangsu Hehe New Materials Business Overview

Table 108. Jiangsu Hehe New Materials Recent Developments

Table 109. TEXTEK Basic Information

Table 110. TEXTEK Tpu Hot Melt Adhesive Granule Product Overview

Table 111. TEXTEK Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 112. TEXTEK Business Overview

Table 113. TEXTEK Recent Developments

Table 114. Sumei Basic Information

Table 115. Sumei Tpu Hot Melt Adhesive Granule Product Overview

Table 116. Sumei Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 117. Sumei Business Overview

Table 118. Sumei Recent Developments

Table 119. Haiyi Material Basic Information

Table 120. Haiyi Material Tpu Hot Melt Adhesive Granule Product Overview

Table 121. Haiyi Material Tpu Hot Melt Adhesive Granule Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 122. Haiyi Material Business Overview

Table 123. Haiyi Material Recent Developments

Table 124. Global Tpu Hot Melt Adhesive Granule Sales Forecast by Region (2026-2033) & (K MT)

Table 125. Global Tpu Hot Melt Adhesive Granule Market Size Forecast by Region (2026-2033) & (M USD)

Table 126. North America Tpu Hot Melt Adhesive Granule Sales Forecast by Country (2026-2033) & (K MT)

Table 127. North America Tpu Hot Melt Adhesive Granule Market Size Forecast by Country (2026-2033) & (M USD)

Table 128. Europe Tpu Hot Melt Adhesive Granule Sales Forecast by Country (2026-2033) & (K MT)

Table 129. Europe Tpu Hot Melt Adhesive Granule Market Size Forecast by Country (2026-2033) & (M USD)

Table 130. Asia Pacific Tpu Hot Melt Adhesive Granule Sales Forecast by Region (2026-2033) & (K MT)

Table 131. Asia Pacific Tpu Hot Melt Adhesive Granule Market Size Forecast by Region

(2026-2033) & (M USD)

Table 132. South America Tpu Hot Melt Adhesive Granule Sales Forecast by Country (2026-2033) & (K MT)

Table 133. South America Tpu Hot Melt Adhesive Granule Market Size Forecast by Country (2026-2033) & (M USD)

Table 134. Middle East and Africa Tpu Hot Melt Adhesive Granule Sales Forecast by Country (2026-2033) & (Units)

Table 135. Middle East and Africa Tpu Hot Melt Adhesive Granule Market Size Forecast by Country (2026-2033) & (M USD)

Table 136. Global Tpu Hot Melt Adhesive Granule Sales Forecast by Type (2026-2033) & (K MT)

Table 137. Global Tpu Hot Melt Adhesive Granule Market Size Forecast by Type (2026-2033) & (M USD)

Table 138. Global Tpu Hot Melt Adhesive Granule Price Forecast by Type (2026-2033) & (USD/KG)

Table 139. Global Tpu Hot Melt Adhesive Granule Sales (K MT) Forecast by Application (2026-2033)

Table 140. Global Tpu Hot Melt Adhesive Granule Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Tpu Hot Melt Adhesive Granule
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Tpu Hot Melt Adhesive Granule Market Size (M USD), 2024-2033
- Figure 5. Global Tpu Hot Melt Adhesive Granule Market Size (M USD) (2020-2033)
- Figure 6. Global Tpu Hot Melt Adhesive Granule Sales (K MT) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Tpu Hot Melt Adhesive Granule Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Tpu Hot Melt Adhesive Granule Product Life Cycle
- Figure 13. Tpu Hot Melt Adhesive Granule Sales Share by Manufacturers in 2024
- Figure 14. Global Tpu Hot Melt Adhesive Granule Revenue Share by Manufacturers in 2024
- Figure 15. Tpu Hot Melt Adhesive Granule Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Tpu Hot Melt Adhesive Granule Average Price (USD/KG) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Tpu Hot Melt Adhesive Granule Revenue in 2024
- Figure 18. Industry Chain Map of Tpu Hot Melt Adhesive Granule
- Figure 19. Global Tpu Hot Melt Adhesive Granule Market PEST Analysis
- Figure 20. Global Tpu Hot Melt Adhesive Granule Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Tpu Hot Melt Adhesive Granule Market Share by Type
- Figure 27. Sales Market Share of Tpu Hot Melt Adhesive Granule by Type (2020-2025)
- Figure 28. Sales Market Share of Tpu Hot Melt Adhesive Granule by Type in 2024
- Figure 29. Market Size Share of Tpu Hot Melt Adhesive Granule by Type (2020-2025)
- Figure 30. Market Size Share of Tpu Hot Melt Adhesive Granule by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Tpu Hot Melt Adhesive Granule Market Share by Application

Figure 33. Global Tpu Hot Melt Adhesive Granule Sales Market Share by Application (2020-2025)

Figure 34. Global Tpu Hot Melt Adhesive Granule Sales Market Share by Application in 2024

Figure 35. Global Tpu Hot Melt Adhesive Granule Market Share by Application (2020-2025)

Figure 36. Global Tpu Hot Melt Adhesive Granule Market Share by Application in 2024

Figure 37. Global Tpu Hot Melt Adhesive Granule Sales Growth Rate by Application (2020-2025)

Figure 38. Global Tpu Hot Melt Adhesive Granule Sales Market Share by Region (2020-2025)

Figure 39. Global Tpu Hot Melt Adhesive Granule Market Size Market Share by Region (2020-2025)

Figure 40. North America Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Tpu Hot Melt Adhesive Granule Sales Market Share by Country in 2024

Figure 43. North America Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Tpu Hot Melt Adhesive Granule Market Size Market Share by Country in 2024

Figure 45. U.S. Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Tpu Hot Melt Adhesive Granule Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Tpu Hot Melt Adhesive Granule Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Tpu Hot Melt Adhesive Granule Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Tpu Hot Melt Adhesive Granule Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Tpu Hot Melt Adhesive Granule Sales Market Share by Country in

2024

Figure 53. Europe Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Tpu Hot Melt Adhesive Granule Market Size Market Share by Country in 2024

Figure 55. Germany Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Tpu Hot Melt Adhesive Granule Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Tpu Hot Melt Adhesive Granule Sales Market Share by Region in 2024

Figure 67. Asia Pacific Tpu Hot Melt Adhesive Granule Market Size Market Share by Region in 2024

Figure 68. China Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Tpu Hot Melt Adhesive Granule Sales and Growth Rate

(2020-2025) & (K MT)

Figure 73. South Korea Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Tpu Hot Melt Adhesive Granule Sales and Growth Rate (K MT)

Figure 79. South America Tpu Hot Melt Adhesive Granule Sales Market Share by Country in 2024

Figure 80. South America Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (M USD)

Figure 81. South America Tpu Hot Melt Adhesive Granule Market Size Market Share by Country in 2024

Figure 82. Brazil Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Tpu Hot Melt Adhesive Granule Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Tpu Hot Melt Adhesive Granule Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Tpu Hot Melt Adhesive Granule Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Tpu Hot Melt Adhesive Granule Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Tpu Hot Melt Adhesive Granule Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Tpu Hot Melt Adhesive Granule Production Market Share by Region (2020-2025)

Figure 103. North America Tpu Hot Melt Adhesive Granule Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Tpu Hot Melt Adhesive Granule Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Tpu Hot Melt Adhesive Granule Production (K MT) Growth Rate (2020-2025)

Figure 106. China Tpu Hot Melt Adhesive Granule Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Tpu Hot Melt Adhesive Granule Sales Forecast by Volume (2020-2033) & (K MT)

Figure 108. Global Tpu Hot Melt Adhesive Granule Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Tpu Hot Melt Adhesive Granule Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Tpu Hot Melt Adhesive Granule Market Share Forecast by Type (2026-2033)

Figure 111. Global Tpu Hot Melt Adhesive Granule Sales Forecast by Application

(2026-2033)

Figure 112. Global Tpu Hot Melt Adhesive Granule Market Share Forecast by
Application (2026-2033)

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