

# Global Waterborne Polyurethanes For Textile Coating Market Research Report 2026(Status and Outlook)

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## Abstracts

Waterborne polyurethanes (WBPU) for textile coating are a type of polyurethane dispersion that uses water as a carrier medium instead of traditional solvents. These coatings are applied to textiles to impart various properties such as water repellency, abrasion resistance, flexibility, and durability. The waterborne nature of these polyurethanes makes them more environmentally friendly compared to solvent-based alternatives, as they release fewer volatile organic compounds (VOCs) during application. Several companies manufacture waterborne polyurethanes for textile coating, and specific brand names may vary. Some well-known manufacturers in this space include:

- Covestro:** Covestro offers a range of waterborne polyurethane dispersions suitable for textile coatings. These products may fall under brand names like Bayhydrol<sup>®</sup> and Impranil<sup>®</sup>.
- BASF:** BASF provides waterborne polyurethane dispersions for various applications, including textile coatings. The company's product line may include brands such as Joncryl<sup>®</sup> and SiverCoat<sup>®</sup>.
- Dow:** Dow is known for its innovative solutions, and it may offer waterborne polyurethane products for textile coatings under different brand names.

**Increasing Emphasis on Sustainability:** The textile industry is moving towards sustainable practices, and waterborne polyurethanes align with this trend due to their lower environmental impact compared to solvent-based alternatives.

**Regulatory Compliance:** Stringent environmental regulations and consumer demand for eco-friendly products are driving the adoption of waterborne polyurethane coatings in the textile industry.

**Advancements in Formulations:** Ongoing research and development efforts focus on enhancing the performance characteristics of waterborne polyurethane coatings, such as improving adhesion, abrasion resistance, and overall durability.

**Growing Demand for Functional Textiles:** The demand for textiles with specific functional properties, such as water repellency and stain resistance, is driving the use of waterborne polyurethane coatings in various applications, including sportswear, outdoor gear, and industrial textiles.

The global Waterborne Polyurethanes For Textile Coating market size was estimated at USD 110.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Waterborne Polyurethanes For Textile Coating 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 Waterborne Polyurethanes For Textile Coating 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 Waterborne Polyurethanes For Textile Coating market.

## **Global Waterborne Polyurethanes For Textile Coating 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  
Lubrizol  
BASF  
Alberdingk Boley  
Hauthaway  
Stahl  
Mitsui  
UBE  
DIC  
Reichhold  
Wanhua Chemical  
Dow Chemical  
SiwoChem  
SNP  
Chase  
VCM Polyurethanes

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

Two-component PUD  
One-component PUD

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

Clothing  
Home Textiles  
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 Waterborne Polyurethanes For Textile Coating Market  
Overview of the regional outlook of the Waterborne Polyurethanes For Textile Coating 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 Waterborne Polyurethanes For Textile Coating 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 Waterborne Polyurethanes For Textile Coating, 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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