

Global Adhesion Promoter Market Report

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Abstracts

Product Overview

Adhesion promoters are the coupling agents that function as the interface between an inorganic surface and an organic polymer to enhance adhesion between the two materials. This chemical increases the adhesive strength of the coatings by strengthening the bond between the substrate and the coating. Adhesion promoter functions in any of the three ways, such as a primer between coating layers, a primer between substrate and coatings, or as an additive in the preparation of paints and coatings, rubbers, inks, and polymers among others. They are used in extremely high and low-temperature environments, low-surface energy products, and a wide range of applications such as paints and coatings. This material also aids in manufacturing weatherable paints and high-performance rubbers and also enhances the reliability of semiconductors and flat-panel displays.

Market Highlights

The global Adhesion Promoter Market is expected to project a notable CAGR of 5.4% in 2030.

Global Adhesion Promoter Market to reach USD 4.91 billion by 2030 from USD 2.84 billion in 2020 at a CAGR of 5.4% in the coming years, i.e., 2021-30. The global Adhesion Market is anticipated to witness lucrative growth opportunities in the coming years. This growth is attributed to the mounting use of the material in the automotive sector and electrical and electronic industry, rising public interest in environment-friendly products, and increasing application in the packaging industry. Mergers & acquisitions, technological advancements, and consistent research & development activities are some of the few strategies opted for by the key market players.

Global Adhesion Promoter Market: Segments

Plastics and Composites segment to grow with the highest CAGR during 2020-30

Global Adhesion Promoter Market is bifurcated by application into Plastics & Composites, Paints & Coatings, rubbers, Adhesives, Metals, and Others. Among these, the plastics and composites segment held the largest market share of 33.4% in the year 2020. As per the Fatpos Global Analysis, plastics and composites is the most dominant segment and thus, are expected to rise at a CAGR of 5.4% during the forecast period. These materials are mostly used in the manufacturing of precision-engineered products, due to their beneficial product properties which comprise chemical resistance, flexibility, and lightweight. The segment's growth is attributed to the mounting consumption of plastics in the automotive industry which leads to fuel savings by reducing overall car weight.

Silane segment to grow with the highest CAGR during 2020-30

Global Adhesion Promoter Market is bifurcated by type into Silane, Maleic Anhydride, Chlorinated Polyolefins, Titanate & Zirconate, and Others. Among these, the silane segment held the largest market share of 40.4% in the year 2020. As per the Fatpos Global Analysis, Silane is the most dominant segment and thus, is expected to rise at a CAGR of 5.4% during the forecast period. Silane is the most used adhesion promoter owing to its commendable chemical properties. It is used for ultra hydrophobic treatments in epoxy, urethane, and acrylic systems. Prices of Silanes Titanate and Zirconate are higher, hence a greater revenue mix when compared with the volume mix.

Building and Construction segment to grow with the highest CAGR during 2020-30

Global Adhesion Promoter Market is bifurcated by end-user into Building & Construction, Automotive & Transportation, Packaging, Electronics, and Others. Among these, the building and construction segment held the largest market share in the year 2020. As per the Fatpos Global Analysis, building and construction is the most dominant segment and thus, is expected to rise at a CAGR of 5.4% during the forecast period. Building & Construction and Packaging are price-sensitive markets, while Automotive and electronics use higher ASP products.

Market Dynamics

Drivers

High demand in the automotive industry

Demand for adhesion promoters is rising in the automotive industry for improving the adhesion on inks on tire labeling and the strength of paints and coatings on automotive parts & components is anticipated to drive the demand for adhesion promoters in the

coming years. Also, developments and innovations in advanced multilayers packaging and advanced composites have led to an increase in demand for adhesion promoters in the plastics and composites industry. The market's growth is driven by the mounting consumption of plastics in the automotive industry which is being integrated to downsize the overall car weight and foster energy efficiency.

Proliferating application in the paints and coatings industry

Adhesion promoter enhances the film adhesion by its affinity with the liquid coating and substrate. Wetting of the liquid coating to the substrate is a crucial process in the coatings industry. Besides, the adhesion promoter's application as a paint additive is projected to accelerate its demand in the paint industry. Adhesion promoters mixed with paints and coatings help the film to keep its functional and optical properties. Paint formulation, application conditions, aging atmosphere, and curing, are a few factors that influence adhesion, whereas, a perfect adhesion also depends on the choice of the adhesion promoter in the paints and coatings formulations. Silanes, chlorinated polyolefins, and others are the type of adhesion promoters that have their properties that are used in various applications such as packaging, automotive, and paper, further escalating the product demand in the coming years.

Restraint

Environmental concerns

Adhesion promoters adversely impact the environment in terms of VOC contribution which has led the governments to impose stringent rules and statutory norms impeding the growth of the global market. Also, the underdeveloped recycling industry in the developing and under-developed economies is inhibiting the growth of the global adhesion promoter's market.

Global Adhesion Promoter Market: Key Players

3M

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Air Products and Chemicals, Inc.

AkzoNobel NV

ALTANA

Arkema SA

BASF SE

DowDuPont

Eastman Chemical Company

Evonik Industries AG

Mitsubishi Chemical

Mitsui Chemical

TOYOBO CO. LTD.

Other Prominent Players

Global Adhesion Promoter Market: Regions

Global Adhesion Promoter Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, the Middle East, and Africa. As per our estimates, Asia-Pacific's Adhesion Promoter Market value is estimated at \$0.87 billion in 2020 and is anticipated to grow at a CAGR of 5.4% during the forecast period of 2021-2030. Asia-Pacific is dominating the global adhesion promoters' market and is projected to continue leading the market throughout the forecast period. Mounting demand for paints & coatings, plastics & composites, and rubber in the construction industry is driving the demand for adhesion promoters in the region. Growing application of the product in tire labeling and paints & coatings in the automotive industry is also fueling the growth of the market in the region. Economic growth is also one of the major factors leading to the growth of the market since it has necessitated the requirement of both institutional and commercial infrastructure spaces. Various global market players are establishing their manufacturing base in the region due to the easy availability of labor and raw materials.

Global Adhesion Promoter Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – the United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

the Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth,

CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

The global Adhesion Promoter Market report also contains an analysis on:

Adhesion Promoter Market Segments:

By Application

Plastics & Composites

Paints & Coatings

Rubber

Adhesives

Metals

Others

By Type

Silane

Maleic Anhydride

Chlorinated Polyolefins

Titanate & Zirconate

Others

By End-User

Building & Construction

Automotive & Transportation

Packaging

Electronics

Others

By Form

Liquid

Spray Forms

Adhesion Promoter Market Dynamics

Adhesion Promoter Market Size

Supply & Demand

Market Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

Contents

1. EXECUTIVE SUMMARY

2. GLOBAL ADHESION PROMOTER MARKET

- 2.1. Product Overview
- 2.2. Market Definition
- 2.3. Segmentation
- 2.4. Assumptions and Acronyms

3. RESEARCH METHODOLOGY

- 3.1. Research Objectives
- 3.2. Primary Research
- 3.3. Secondary Research
- 3.4. Forecast Model
- 3.5. Market Size Estimation

4. AVERAGE PRICING ANALYSIS

5. MACRO-ECONOMIC INDICATORS

6. MARKET DYNAMICS

- 6.1. Growth Drivers
- 6.2. Restraints
- 6.3. Opportunity
- 6.4. Trends

7. CORRELATION & REGRESSION ANALYSIS

- 7.1. Correlation Matrix
- 7.2. Regression Matrix

8. RECENT DEVELOPMENT, POLICIES & REGULATORY LANDSCAPE

9. RISK ANALYSIS

9.1. Demand Risk Analysis

9.2. Supply Risk Analysis

10. GLOBAL ADHESION PROMOTER MARKET ANALYSIS

10.1. Porters Five Forces

10.1.1. Threat of New Entrants

10.1.2. Bargaining Power of Suppliers

10.1.3. Threat of Substitutes

10.1.4. Rivalry

10.2. PEST Analysis

10.2.1. Political

10.2.2. Economic

10.2.3. Social

10.2.4. Technological

11. GLOBAL ADHESION PROMOTER MARKET

11.1. Market Size & forecast, 2020A-2030F

11.1.1. By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

11.1.2. By Volume (Million Units) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12. GLOBAL ADHESION PROMOTER MARKET: MARKET SEGMENTATION

12.1. By Regions

12.1.1. North America:(U.S. and Canada), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.2. Latin America: (Brazil, Mexico, Argentina, Rest of Latin America), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.3. Europe: (Germany, UK, France, Italy, Spain, BENELUX, NORDIC, Hungary, Poland, Turkey, Russia, Rest of Europe), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.4. Asia-Pacific: (China, India, Japan, South Korea, Indonesia, Malaysia, Australia, New Zealand, Rest of Asia Pacific), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.1.5. the Middle East and Africa: (Israel, GCC, North Africa, South Africa, Rest of the Middle East and Africa), By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.2. By Application: Market Share (2020-2030F)

12.2.1. Plastics & Composites, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.2.2. Paints & Coatings, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.2.3. Rubber, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.2.4. Adhesives, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.2.5. Metals, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.2.6. Others, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.3. By Type: Market Share (2020-2030F)

12.3.1. Silane, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.3.2. Maleic Anhydride, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.3.3. Chlorinated Polyolefins, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.3.4. Titanate & Zirconate, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.3.5. Others, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.4. By End-User: Market Share (2020-2030F)

12.4.1. Building & Construction, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.4.2. Automotive & Transportation, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.4.3. Packaging, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.4.4. Electronics, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.4.5. Other, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.5. By Form: Market Share (2020-2030F)

12.5.1. Liquid, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

12.5.2. Spray Forms, By Value (USD Million) 2020-2030F; Y-o-Y Growth (%) 2021-2030F

13. COMPANY PROFILE

14. 3M

14.1. Company Overview

14.2. Company Total Revenue (Financials)

14.3. Market Potential

14.4. Global Presence

14.5. Key Performance Indicators

14.6. SWOT Analysis

14.7. Product Launch

15. AIR PRODUCTS AND CHEMICALS, INC.

16. AKZONOBEL NV

17. ALTANA

18. ARKEMA SA

19. BASF SE

20. DOWDUPONT

21. EASTMAN CHEMICAL COMPANY

22. EVONIK INDUSTRIES AG

23. MITSUBISHI CHEMICAL

24. MITSUI CHEMICAL

25. TOYOBO CO. LTD.

26. OTHER PROMINENT PLAYERS

Consultant Recommendation

The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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