

# Asia Pacific Diesel Exhaust Fluid (AdBlue) Market 2023

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## Abstracts

Diesel exhaust fluid (DEF), also known as AdBlue, is a solution specifically designed for diesel-powered vehicles equipped with selective catalytic reduction (SCR) systems. Its primary purpose is to effectively reduce harmful emissions generated by these vehicles. AdBlue is a transparent, non-toxic, and non-flammable liquid composed of 32.5% high-purity urea and 67.5% deionized water. This precise mixture plays a crucial role in the SCR process by converting nitrogen oxides (NOx) emissions into harmless nitrogen gas (N<sub>2</sub>) and water vapor (H<sub>2</sub>O) through a chemical reaction facilitated by a catalyst.

The injection of AdBlue into the exhaust stream of diesel engines enables the SCR system to function optimally in reducing NOx emissions. When the hot exhaust gases come into contact with the AdBlue, the urea undergoes thermal decomposition, releasing ammonia (NH<sub>3</sub>). This ammonia reacts with the NOx molecules in the presence of the SCR catalyst, breaking them down into nitrogen gas and water vapor. This conversion process significantly reduces the harmful emissions that contribute to air pollution and environmental damage.

The utilization of AdBlue is particularly important for diesel vehicles operating in regions with stringent emission regulations. For instance, the Environmental Protection Agency (EPA) in the United States and the Euro 6 standards in Europe have set strict limits on NOx emissions from diesel engines. By using AdBlue and SCR technology, diesel vehicles can meet these regulatory requirements and contribute to improved air quality.

The market for AdBlue in the Asia Pacific region is projected to experience substantial growth in the coming years. According to the latest estimates, the AdBlue market in Asia Pacific is anticipated to increase by USD 1.7 billion till 2029 at an average annual growth of 9.3 percent as per the latest market estimates.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for AdBlue market in Asia Pacific. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

### Market Segmentation

Application: automotive, construction machinery, farm machinery, electronic generators, railway engines, others

Country: China, Japan, India, South Korea, Australia, Indonesia, Rest of Asia Pacific

This industry report provides market estimates and forecasts for the Asia Pacific region, specifically focusing on the AdBlue market. The report offers a detailed analysis of the market's applications and countries within the Asia Pacific market. The AdBlue market in the Asia Pacific region can be segmented based on its applications, including automotive, construction machinery, farm machinery, electronic generators, railway engines, and others. Among these segments, the automotive segment is expected to hold the largest share of the AdBlue market in the Asia Pacific region.

Furthermore, the AdBlue market in the Asia Pacific region is also segmented by countries, including China, Japan, India, South Korea, Australia, Indonesia, and the Rest of Asia Pacific. Among these countries, China accounted for the largest revenue share in 2022.

### Major Companies and Competitive Landscape

The market research report also covers the analysis of key stakeholders in the AdBlue market in the Asia Pacific region. The report profiles several leading players in the market, including BASF SE, Yara International ASA, Mitsui Chemicals Inc., BP plc, Borealis AG, Nissan Chemical Corporation, Greenchem Holding International B.V., NOVAX Material & Technology Inc., Shell plc, Kelas Environmental Protection Technology Co., Ltd., Sichuan Meifeng Bluetech Co., Ltd., China National BlueStar (Group) Co., Ltd., and others. The report provides a thorough analysis of these key players and their strategies to gain a comprehensive understanding of the competitive outlook of the market.

### Scope of the Report

To analyze and forecast the market size of the AdBlue market in Asia Pacific.

To classify and forecast the AdBlue market in Asia Pacific based on application, country.

To identify drivers and challenges for the AdBlue market in Asia Pacific.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the AdBlue market in Asia Pacific.

To identify and analyze the profile of leading players operating in the AdBlue market in Asia Pacific.

### Why Choose This Report

Gain a reliable outlook of the AdBlue market in Asia Pacific forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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