

Global Brominated SBS Environment-Friendly Flame Retardant Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Brominated SBS Environment-Friendly Flame Retardant market size was valued at US\$ 155 million in 2024 and is forecast to a readjusted size of USD 220 million by 2031 with a CAGR of 5.2% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Brominated SBS (CAS 1195978-93-8) is a block copolymer based on polystyrene and brominated polybutadiene. As a new generation of environmentally friendly flame retardant, it is specifically designed to replace traditional high-risk materials such as hexabromocyclododecane (HBCD). With its extremely low toxicity (not classified as a PBT/POP substance and not listed as an SVHC candidate by the EU REACH regulation) and the groundbreaking achievement of being certified by the Nordic Swan Ecolabel, this product has become the world's first brominated flame retardant approved for use in polystyrene insulation materials. It meets stringent building fire safety standards (e.g., EN 13501-1) while reducing environmental and health risks by over 60%.

The global market is dominated by a technology licensing model, with over 75% of capacity held by licensees of DuPont's BLUEEDGE™ technology (including LANXESS Germany, Israel Chemicals, and China's Xurui New Materials). The market reached \$151 million in 2024, with a CAGR of 5.3%. Regional demand varies significantly: Europe leads with 45% share due to REACH-driven replacement demand, while China

shows the fastest growth (8.2% annually) due to green building policies. Technological advances focus on multifunctional integration, such as synergistic flame retardancy with phosphorus-based additives or graft modifications for improved thermal stability (up to 220°C).

Downstream processes include separation and purification equipment like centrifuges, distillation columns, and dryers. The molecular structure enables high flame retardancy from bromine incorporation and excellent dispersion and interfacial bonding due to its block copolymer nature. In construction, it ensures B1-grade fire resistance for insulation materials, with notable applications such as the XPS underlay at Tokyo Haneda Airport and Guangzhou's FUDAXPSecco roofing system. In rubber, it acts as a toughening agent, enhancing tear resistance and tensile strength by 15–20%. Currently, about 80% of demand comes from building insulation, with growing use in rubber, sealing systems, and packaging, and expanding into electronics and medical devices. With ongoing global restrictions on persistent pollutants by agencies like the US EPA and EU CPD, brominated SBS is poised to reach over 60% market penetration by 2030, becoming a mainstream flame retardant for polymers.

This report is a detailed and comprehensive analysis for global Brominated SBS Environment-Friendly Flame Retardant market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Brominated SBS Environment-Friendly Flame Retardant market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2020-2031

Global Brominated SBS Environment-Friendly Flame Retardant market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2020-2031

Global Brominated SBS Environment-Friendly Flame Retardant market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity

(Tons), and average selling prices (US\$/Ton), 2020-2031

Global Brominated SBS Environment-Friendly Flame Retardant market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Brominated SBS Environment-Friendly Flame Retardant
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Brominated SBS Environment-Friendly Flame Retardant market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Lanxess, ICL-IP, Shandong Sunris New Materials, Shandong Daixing New Materials, Shandong Rixing New Materials, Dongxin New Materials, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Brominated SBS Environment-Friendly Flame Retardant market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Purity 98%

Purity 99%

Market segment by Application

Construction Industry

Rubber Industry

Coatings and Adhesives

Other

Major players covered

Lanxess

ICL-IP

Shandong Sunris New Materials

Shandong Daixing New Materials

Shandong Rixing New Materials

Dongxin New Materials

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Brominated SBS Environment-Friendly Flame Retardant product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Brominated SBS Environment-Friendly Flame Retardant, with price, sales quantity, revenue, and global market share of Brominated SBS Environment-Friendly Flame Retardant from 2020 to 2025.

Chapter 3, the Brominated SBS Environment-Friendly Flame Retardant competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Brominated SBS Environment-Friendly Flame Retardant breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Brominated SBS Environment-Friendly Flame Retardant market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Brominated SBS Environment-Friendly Flame Retardant.

Chapter 14 and 15, to describe Brominated SBS Environment-Friendly Flame Retardant sales channel, distributors, customers, research findings and conclusion.

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