

Global Macromolecular Brominated SBS Flame Retardant Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Macromolecular Brominated SBS Flame Retardant market size is expected to reach \$ 173 million by 2032, rising at a market growth of 6.9% CAGR during the forecast period (2026-2032).

Macromolecular brominated SBS flame retardant refers to a polymeric (reactive or polymer-bound) brominated flame-retardant material built on an SBS (styrene-butadiene-styrene block copolymer) backbone, where bromine functionality is introduced into the macromolecular architecture to deliver efficient flame inhibition while preserving elastomeric performance, compatibility, and processability in thermoplastic elastomers, polymer compounds, and composite formulations. Compared with low-molecular-weight brominated additives, the macromolecular design is intended to reduce volatility, blooming, migration, and long-term performance drift, thereby mitigating issues such as fogging, surface whitening, roller sticking, and property loss during prolonged service, while improving formulation robustness under high-temperature extrusion, injection molding, and calendaring. In practice, it is frequently used with synergist packages (e.g., char-forming, smoke-suppression, or radical-trapping systems) to achieve a balanced combination of flammability compliance and end-use mechanical and thermal requirements. Historically, its evolution mirrors the broader shift of brominated flame retardancy from fast pass with small molecules toward low-migration, low-fogging, durability-oriented, and customer-qualification-friendly solutions as downstream sectors such as automotive interiors, wire & cable, and electrical/electronics tightened expectations on emissions, consistency, and long-term stability. The upstream supply chain typically includes SBS or related block-copolymer feedstocks, bromination reagents/bromine sources, initiators and catalysts/solvents, stabilizers and antioxidants, and optional carrier resins or processing aids that tailor

pellet form and handling; supporting this is a set of production-critical equipment and components such as reactors, metering pumps, heat-exchange and temperature-control modules, filtration and drying units, off-gas scrubbing systems, and safety/control instrumentation provided by the broader chemical-process and industrial-automation supply base. In 2025, the global production capacity of macromolecular brominated SBS flame retardants is estimated at 15,000 metric tons, with sales volume reaching approximately 9,240 metric tons. The average selling price is around USD 11,200 per metric ton, and the gross margin of manufacturers typically ranges between 25% and 35%.

The current market for macromolecular brominated SBS flame retardants is largely qualification-driven and application-led. End users increasingly prioritize low migration, reduced blooming, minimized fogging, and durable flame-retardant performance, which creates a clear entry point for polymeric brominated solutions in premium compounds for wire & cable, automotive interior/exterior parts, appliance structural components, and certain adhesive/coating systems. At the same time, purchasing decisions are rarely price-only; they are anchored in formulation fit, processing latitude, lot-to-lot consistency, odor and volatility control, color/appearance stability, and the overall efficiency of synergistic packages. As a result, once a formulation is qualified, switching costs are high and supplier stickiness increases. The sector is also moving from single additive compliance toward integrated solutions that combine flame retardancy with smoke suppression, aging resistance, and low-emission performance, making technical service capability, formulation know-how, and regulatory support key differentiators.

Looking ahead, three major trajectories are likely to dominate. First, materials design will keep pushing toward higher molecular weight and even lower mobility through structural optimization and tighter molecular-weight-distribution control, improving thermal/color stability under high-shear and high-temperature processing. Second, the industry will increasingly focus on system-level balance pairing macromolecular brominated FRs with synergists to better manage smoke density, corrosive gases, odor, and VOC-related metrics without sacrificing flame-retardant efficiency, which matters in transportation, E&E, and building-related use cases. Third, commercialization will become more application-specific and platform-oriented: suppliers will expand grade matrices tailored to specific polymer hosts and compounding routes, supported by masterbatch/pre-dispersed forms and low-dust handling options to reduce customer adoption friction and shorten qualification cycles. In parallel, growing expectations around traceability, sustainability disclosures, and supply continuity will push suppliers toward more standardized quality systems and EHS-centric manufacturing practices.

Key growth drivers include tightening standards and customer specifications that increasingly treat ?low migration, low fogging, low odor, and low corrosivity? as baseline requirements, giving polymeric brominated pathways structural advantages in high-end applications. Electrification and lightweighting also generate more demand for flame-retardant elastomeric materials with better heat-aging and long-term reliability, accelerating formulation upgrades. In addition, customers? emphasis on supply security and consistency favors suppliers with robust process control and strong technical support. Major headwinds, however, stem from compliance uncertainty across regions, lengthy qualification cycles, and formulation complexity: regulatory and customer restrictions on brominated substances vary by geography and program, requiring ongoing documentation and substance assessment; performance depends heavily on polymer compatibility and synergistic formulation engineering, often demanding multiple trial-and-approval loops; and volatility in bromine-related feedstocks, stricter EHS/safety requirements, and progress of alternative solutions (including certain halogen-free systems) can intermittently pressure demand timing and margin structures.

This report studies the global Macromolecular Brominated SBS Flame Retardant production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Macromolecular Brominated SBS Flame Retardant and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Macromolecular Brominated SBS Flame Retardant that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Macromolecular Brominated SBS Flame Retardant total production and demand, 2021-2032, (Tons)

Global Macromolecular Brominated SBS Flame Retardant total production value, 2021-2032, (USD Million)

Global Macromolecular Brominated SBS Flame Retardant production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Macromolecular Brominated SBS Flame Retardant consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Macromolecular Brominated SBS Flame Retardant domestic production, consumption, key domestic manufacturers and share

Global Macromolecular Brominated SBS Flame Retardant production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Macromolecular Brominated SBS Flame Retardant production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Macromolecular Brominated SBS Flame Retardant production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Macromolecular Brominated SBS Flame Retardant market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Lanxess, ICL Group, Shandong Sunris New Materials, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Macromolecular Brominated SBS Flame Retardant market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Macromolecular Brominated SBS Flame Retardant Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Macromolecular Brominated SBS Flame Retardant Market, Segmentation by Type:

Bromine Content 66%

Bromine Content 65%

Other

Global Macromolecular Brominated SBS Flame Retardant Market, Segmentation by Product Form:

Pelletized Granules

Powder

Global Macromolecular Brominated SBS Flame Retardant Market, Segmentation by Application:

Construction Industry

Electronics and Electrical Engineering

Transportation

Other

Companies Profiled:

Lanxess

ICL Group

Shandong Sunris New Materials

Key Questions Answered:

1. How big is the global Macromolecular Brominated SBS Flame Retardant market?
2. What is the demand of the global Macromolecular Brominated SBS Flame Retardant market?
3. What is the year over year growth of the global Macromolecular Brominated SBS Flame Retardant market?
4. What is the production and production value of the global Macromolecular Brominated SBS Flame Retardant market?
5. Who are the key producers in the global Macromolecular Brominated SBS Flame Retardant market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Macromolecular Brominated SBS Flame Retardant Introduction
- 1.2 World Macromolecular Brominated SBS Flame Retardant Supply & Forecast
 - 1.2.1 World Macromolecular Brominated SBS Flame Retardant Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Macromolecular Brominated SBS Flame Retardant Production (2021-2032)
 - 1.2.3 World Macromolecular Brominated SBS Flame Retardant Pricing Trends (2021-2032)
- 1.3 World Macromolecular Brominated SBS Flame Retardant Production by Region (Based on Production Site)
 - 1.3.1 World Macromolecular Brominated SBS Flame Retardant Production Value by Region (2021-2032)
 - 1.3.2 World Macromolecular Brominated SBS Flame Retardant Production by Region (2021-2032)
 - 1.3.3 World Macromolecular Brominated SBS Flame Retardant Average Price by Region (2021-2032)
 - 1.3.4 North America Macromolecular Brominated SBS Flame Retardant Production (2021-2032)
 - 1.3.5 Europe Macromolecular Brominated SBS Flame Retardant Production (2021-2032)
 - 1.3.6 China Macromolecular Brominated SBS Flame Retardant Production (2021-2032)
 - 1.3.7 Japan Macromolecular Brominated SBS Flame Retardant Production (2021-2032)
 - 1.3.8 India Macromolecular Brominated SBS Flame Retardant Production (2021-2032)
 - 1.3.9 Southeast Asia Macromolecular Brominated SBS Flame Retardant Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Macromolecular Brominated SBS Flame Retardant Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Macromolecular Brominated SBS Flame Retardant Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Macromolecular Brominated SBS Flame Retardant Demand (2021-2032)

2.2 World Macromolecular Brominated SBS Flame Retardant Consumption by Region

2.2.1 World Macromolecular Brominated SBS Flame Retardant Consumption by Region (2021-2026)

2.2.2 World Macromolecular Brominated SBS Flame Retardant Consumption Forecast by Region (2027-2032)

2.3 United States Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032)

2.4 China Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032)

2.5 Europe Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032)

2.6 Japan Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032)

2.7 South Korea Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032)

2.8 ASEAN Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032)

2.9 India Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

3.1 World Macromolecular Brominated SBS Flame Retardant Production Value by Manufacturer (2021-2026)

3.2 World Macromolecular Brominated SBS Flame Retardant Production by Manufacturer (2021-2026)

3.3 World Macromolecular Brominated SBS Flame Retardant Average Price by Manufacturer (2021-2026)

3.4 Macromolecular Brominated SBS Flame Retardant Company Evaluation Quadrant

3.5 Industry Rank and Concentration Rate (CR)

3.5.1 Global Macromolecular Brominated SBS Flame Retardant Industry Rank of Major Manufacturers

3.5.2 Global Concentration Ratios (CR4) for Macromolecular Brominated SBS Flame Retardant in 2025

3.5.3 Global Concentration Ratios (CR8) for Macromolecular Brominated SBS Flame Retardant in 2025

3.6 Macromolecular Brominated SBS Flame Retardant Market: Overall Company Footprint Analysis

3.6.1 Macromolecular Brominated SBS Flame Retardant Market: Region Footprint

3.6.2 Macromolecular Brominated SBS Flame Retardant Market: Company Product Type Footprint

3.6.3 Macromolecular Brominated SBS Flame Retardant Market: Company Product Application Footprint

3.7 Competitive Environment

3.7.1 Historical Structure of the Industry

3.7.2 Barriers of Market Entry

3.7.3 Factors of Competition

3.8 New Entrant and Capacity Expansion Plans

3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

4.1 United States VS China: Macromolecular Brominated SBS Flame Retardant Production Value Comparison

4.1.1 United States VS China: Macromolecular Brominated SBS Flame Retardant Production Value Comparison (2021 & 2025 & 2032)

4.1.2 United States VS China: Macromolecular Brominated SBS Flame Retardant Production Value Market Share Comparison (2021 & 2025 & 2032)

4.2 United States VS China: Macromolecular Brominated SBS Flame Retardant Production Comparison

4.2.1 United States VS China: Macromolecular Brominated SBS Flame Retardant Production Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Macromolecular Brominated SBS Flame Retardant Production Market Share Comparison (2021 & 2025 & 2032)

4.3 United States VS China: Macromolecular Brominated SBS Flame Retardant Consumption Comparison

4.3.1 United States VS China: Macromolecular Brominated SBS Flame Retardant Consumption Comparison (2021 & 2025 & 2032)

4.3.2 United States VS China: Macromolecular Brominated SBS Flame Retardant Consumption Market Share Comparison (2021 & 2025 & 2032)

4.4 United States Based Macromolecular Brominated SBS Flame Retardant Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Macromolecular Brominated SBS Flame Retardant Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Value (2021-2026)

4.4.3 United States Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production (2021-2026)

4.5 China Based Macromolecular Brominated SBS Flame Retardant Manufacturers and Market Share

4.5.1 China Based Macromolecular Brominated SBS Flame Retardant Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Value (2021-2026)

4.5.3 China Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production (2021-2026)

4.6 Rest of World Based Macromolecular Brominated SBS Flame Retardant Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Macromolecular Brominated SBS Flame Retardant Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Macromolecular Brominated SBS Flame Retardant Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Bromine Content 66%

5.2.2 Bromine Content 65%

5.2.3 Other

5.3 Market Segment by Type

5.3.1 World Macromolecular Brominated SBS Flame Retardant Production by Type (2021-2032)

5.3.2 World Macromolecular Brominated SBS Flame Retardant Production Value by Type (2021-2032)

5.3.3 World Macromolecular Brominated SBS Flame Retardant Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY PRODUCT FORM

6.1 World Macromolecular Brominated SBS Flame Retardant Market Size Overview by Product Form: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Product Form

6.2.1 Pelletized Granules

6.2.2 Powder

6.3 Market Segment by Product Form

6.3.1 World Macromolecular Brominated SBS Flame Retardant Production by Product Form (2021-2032)

6.3.2 World Macromolecular Brominated SBS Flame Retardant Production Value by Product Form (2021-2032)

6.3.3 World Macromolecular Brominated SBS Flame Retardant Average Price by Product Form (2021-2032)

7 MARKET ANALYSIS BY APPLICATION

7.1 World Macromolecular Brominated SBS Flame Retardant Market Size Overview by Application: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Application

7.2.1 Construction Industry

7.2.2 Electronics and Electrical Engineering

7.2.3 Transportation

7.2.4 Other

7.3 Market Segment by Application

7.3.1 World Macromolecular Brominated SBS Flame Retardant Production by Application (2021-2032)

7.3.2 World Macromolecular Brominated SBS Flame Retardant Production Value by Application (2021-2032)

7.3.3 World Macromolecular Brominated SBS Flame Retardant Average Price by Application (2021-2032)

8 COMPANY PROFILES

8.1 Lanxess

8.1.1 Lanxess Details

8.1.2 Lanxess Major Business

8.1.3 Lanxess Macromolecular Brominated SBS Flame Retardant Product and Services

8.1.4 Lanxess Macromolecular Brominated SBS Flame Retardant Production, Price, Value, Gross Margin and Market Share (2021-2026)

8.1.5 Lanxess Recent Developments/Updates

8.1.6 Lanxess Competitive Strengths & Weaknesses

8.2 ICL Group

8.2.1 ICL Group Details

8.2.2 ICL Group Major Business

8.2.3 ICL Group Macromolecular Brominated SBS Flame Retardant Product and

Services

8.2.4 ICL Group Macromolecular Brominated SBS Flame Retardant Production, Price, Value, Gross Margin and Market Share (2021-2026)

8.2.5 ICL Group Recent Developments/Updates

8.2.6 ICL Group Competitive Strengths & Weaknesses

8.3 Shandong Sunris New Materials

8.3.1 Shandong Sunris New Materials Details

8.3.2 Shandong Sunris New Materials Major Business

8.3.3 Shandong Sunris New Materials Macromolecular Brominated SBS Flame Retardant Product and Services

8.3.4 Shandong Sunris New Materials Macromolecular Brominated SBS Flame Retardant Production, Price, Value, Gross Margin and Market Share (2021-2026)

8.3.5 Shandong Sunris New Materials Recent Developments/Updates

8.3.6 Shandong Sunris New Materials Competitive Strengths & Weaknesses

9 INDUSTRY CHAIN ANALYSIS

9.1 Macromolecular Brominated SBS Flame Retardant Industry Chain

9.2 Macromolecular Brominated SBS Flame Retardant Upstream Analysis

9.2.1 Macromolecular Brominated SBS Flame Retardant Core Raw Materials

9.2.2 Main Manufacturers of Macromolecular Brominated SBS Flame Retardant Core Raw Materials

9.3 Midstream Analysis

9.4 Downstream Analysis

9.5 Macromolecular Brominated SBS Flame Retardant Production Mode

9.6 Macromolecular Brominated SBS Flame Retardant Procurement Model

9.7 Macromolecular Brominated SBS Flame Retardant Industry Sales Model and Sales Channels

9.7.1 Macromolecular Brominated SBS Flame Retardant Sales Model

9.7.2 Macromolecular Brominated SBS Flame Retardant Typical Distributors

10 RESEARCH FINDINGS AND CONCLUSION

11 APPENDIX

11.1 Methodology

11.2 Research Process and Data Source

11.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Macromolecular Brominated SBS Flame Retardant Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Macromolecular Brominated SBS Flame Retardant Production Value by Region (2021-2026) & (USD Million)

Table 3. World Macromolecular Brominated SBS Flame Retardant Production Value by Region (2027-2032) & (USD Million)

Table 4. World Macromolecular Brominated SBS Flame Retardant Production Value Market Share by Region (2021-2026)

Table 5. World Macromolecular Brominated SBS Flame Retardant Production Value Market Share by Region (2027-2032)

Table 6. World Macromolecular Brominated SBS Flame Retardant Production by Region (2021-2026) & (Tons)

Table 7. World Macromolecular Brominated SBS Flame Retardant Production by Region (2027-2032) & (Tons)

Table 8. World Macromolecular Brominated SBS Flame Retardant Production Market Share by Region (2021-2026)

Table 9. World Macromolecular Brominated SBS Flame Retardant Production Market Share by Region (2027-2032)

Table 10. World Macromolecular Brominated SBS Flame Retardant Average Price by Region (2021-2026) & (US\$/Ton)

Table 11. World Macromolecular Brominated SBS Flame Retardant Average Price by Region (2027-2032) & (US\$/Ton)

Table 12. Macromolecular Brominated SBS Flame Retardant Major Market Trends

Table 13. World Macromolecular Brominated SBS Flame Retardant Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Tons)

Table 14. World Macromolecular Brominated SBS Flame Retardant Consumption by Region (2021-2026) & (Tons)

Table 15. World Macromolecular Brominated SBS Flame Retardant Consumption Forecast by Region (2027-2032) & (Tons)

Table 16. World Macromolecular Brominated SBS Flame Retardant Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Macromolecular Brominated SBS Flame Retardant Producers in 2025

Table 18. World Macromolecular Brominated SBS Flame Retardant Production by Manufacturer (2021-2026) & (Tons)

Table 19. Production Market Share of Key Macromolecular Brominated SBS Flame Retardant Producers in 2025

Table 20. World Macromolecular Brominated SBS Flame Retardant Average Price by Manufacturer (2021-2026) & (US\$/Ton)

Table 21. Global Macromolecular Brominated SBS Flame Retardant Company Evaluation Quadrant

Table 22. World Macromolecular Brominated SBS Flame Retardant Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Macromolecular Brominated SBS Flame Retardant Production Site of Key Manufacturer

Table 24. Macromolecular Brominated SBS Flame Retardant Market: Company Product Type Footprint

Table 25. Macromolecular Brominated SBS Flame Retardant Market: Company Product Application Footprint

Table 26. Macromolecular Brominated SBS Flame Retardant Competitive Factors

Table 27. Macromolecular Brominated SBS Flame Retardant New Entrant and Capacity Expansion Plans

Table 28. Macromolecular Brominated SBS Flame Retardant Mergers & Acquisitions Activity

Table 29. United States VS China Macromolecular Brominated SBS Flame Retardant Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Macromolecular Brominated SBS Flame Retardant Production Comparison, (2021 & 2025 & 2032) & (Tons)

Table 31. United States VS China Macromolecular Brominated SBS Flame Retardant Consumption Comparison, (2021 & 2025 & 2032) & (Tons)

Table 32. United States Based Macromolecular Brominated SBS Flame Retardant Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production (2021-2026) & (Tons)

Table 36. United States Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Market Share (2021-2026)

Table 37. China Based Macromolecular Brominated SBS Flame Retardant Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production, (2021-2026) & (Tons)

Table 41. China Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Market Share (2021-2026)

Table 42. Rest of World Based Macromolecular Brominated SBS Flame Retardant Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production, (2021-2026) & (Tons)

Table 46. Rest of World Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Market Share (2021-2026)

Table 47. World Macromolecular Brominated SBS Flame Retardant Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Macromolecular Brominated SBS Flame Retardant Production by Type (2021-2026) & (Tons)

Table 49. World Macromolecular Brominated SBS Flame Retardant Production by Type (2027-2032) & (Tons)

Table 50. World Macromolecular Brominated SBS Flame Retardant Production Value by Type (2021-2026) & (USD Million)

Table 51. World Macromolecular Brominated SBS Flame Retardant Production Value by Type (2027-2032) & (USD Million)

Table 52. World Macromolecular Brominated SBS Flame Retardant Average Price by Type (2021-2026) & (US\$/Ton)

Table 53. World Macromolecular Brominated SBS Flame Retardant Average Price by Type (2027-2032) & (US\$/Ton)

Table 54. World Macromolecular Brominated SBS Flame Retardant Production Value by Product Form, (USD Million), 2021 & 2025 & 2032

Table 55. World Macromolecular Brominated SBS Flame Retardant Production by Product Form (2021-2026) & (Tons)

Table 56. World Macromolecular Brominated SBS Flame Retardant Production by Product Form (2027-2032) & (Tons)

Table 57. World Macromolecular Brominated SBS Flame Retardant Production Value by Product Form (2021-2026) & (USD Million)

Table 58. World Macromolecular Brominated SBS Flame Retardant Production Value

by Product Form (2027-2032) & (USD Million)

Table 59. World Macromolecular Brominated SBS Flame Retardant Average Price by Product Form (2021-2026) & (US\$/Ton)

Table 60. World Macromolecular Brominated SBS Flame Retardant Average Price by Product Form (2027-2032) & (US\$/Ton)

Table 61. World Macromolecular Brominated SBS Flame Retardant Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 62. World Macromolecular Brominated SBS Flame Retardant Production by Application (2021-2026) & (Tons)

Table 63. World Macromolecular Brominated SBS Flame Retardant Production by Application (2027-2032) & (Tons)

Table 64. World Macromolecular Brominated SBS Flame Retardant Production Value by Application (2021-2026) & (USD Million)

Table 65. World Macromolecular Brominated SBS Flame Retardant Production Value by Application (2027-2032) & (USD Million)

Table 66. World Macromolecular Brominated SBS Flame Retardant Average Price by Application (2021-2026) & (US\$/Ton)

Table 67. World Macromolecular Brominated SBS Flame Retardant Average Price by Application (2027-2032) & (US\$/Ton)

Table 68. Lanxess Basic Information, Manufacturing Base and Competitors

Table 69. Lanxess Major Business

Table 70. Lanxess Macromolecular Brominated SBS Flame Retardant Product and Services

Table 71. Lanxess Macromolecular Brominated SBS Flame Retardant Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 72. Lanxess Recent Developments/Updates

Table 73. Lanxess Competitive Strengths & Weaknesses

Table 74. ICL Group Basic Information, Manufacturing Base and Competitors

Table 75. ICL Group Major Business

Table 76. ICL Group Macromolecular Brominated SBS Flame Retardant Product and Services

Table 77. ICL Group Macromolecular Brominated SBS Flame Retardant Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 78. ICL Group Recent Developments/Updates

Table 79. ICL Group Competitive Strengths & Weaknesses

Table 80. Shandong Sunris New Materials Basic Information, Manufacturing Base and Competitors

Table 81. Shandong Sunris New Materials Major Business

Table 82. Shandong Sunris New Materials Macromolecular Brominated SBS Flame Retardant Product and Services

Table 83. Shandong Sunris New Materials Macromolecular Brominated SBS Flame Retardant Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 84. Shandong Sunris New Materials Recent Developments/Updates

Table 85. Shandong Sunris New Materials Competitive Strengths & Weaknesses

Table 86. Global Key Players of Macromolecular Brominated SBS Flame Retardant Upstream (Raw Materials)

Table 87. Global Macromolecular Brominated SBS Flame Retardant Typical Customers

Table 88. Macromolecular Brominated SBS Flame Retardant Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Macromolecular Brominated SBS Flame Retardant Picture

Figure 2. World Macromolecular Brominated SBS Flame Retardant Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Macromolecular Brominated SBS Flame Retardant Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Macromolecular Brominated SBS Flame Retardant Production (2021-2032) & (Tons)

Figure 5. World Macromolecular Brominated SBS Flame Retardant Average Price (2021-2032) & (US\$/Ton)

Figure 6. World Macromolecular Brominated SBS Flame Retardant Production Value Market Share by Region (2021-2032)

Figure 7. World Macromolecular Brominated SBS Flame Retardant Production Market Share by Region (2021-2032)

Figure 8. North America Macromolecular Brominated SBS Flame Retardant Production (2021-2032) & (Tons)

Figure 9. Europe Macromolecular Brominated SBS Flame Retardant Production (2021-2032) & (Tons)

Figure 10. China Macromolecular Brominated SBS Flame Retardant Production (2021-2032) & (Tons)

Figure 11. Japan Macromolecular Brominated SBS Flame Retardant Production (2021-2032) & (Tons)

Figure 12. India Macromolecular Brominated SBS Flame Retardant Production (2021-2032) & (Tons)

Figure 13. Southeast Asia Macromolecular Brominated SBS Flame Retardant Production (2021-2032) & (Tons)

Figure 14. Macromolecular Brominated SBS Flame Retardant Market Drivers

Figure 15. Factors Affecting Demand

Figure 16. World Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032) & (Tons)

Figure 17. World Macromolecular Brominated SBS Flame Retardant Consumption Market Share by Region (2021-2032)

Figure 18. United States Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032) & (Tons)

Figure 19. China Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032) & (Tons)

Figure 20. Europe Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032) & (Tons)

Figure 21. Japan Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032) & (Tons)

Figure 22. South Korea Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032) & (Tons)

Figure 23. ASEAN Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032) & (Tons)

Figure 24. India Macromolecular Brominated SBS Flame Retardant Consumption (2021-2032) & (Tons)

Figure 25. Producer Shipments of Macromolecular Brominated SBS Flame Retardant by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 26. Global Four-firm Concentration Ratios (CR4) for Macromolecular Brominated SBS Flame Retardant Markets in 2025

Figure 27. Global Four-firm Concentration Ratios (CR8) for Macromolecular Brominated SBS Flame Retardant Markets in 2025

Figure 28. United States VS China: Macromolecular Brominated SBS Flame Retardant Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Macromolecular Brominated SBS Flame Retardant Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Macromolecular Brominated SBS Flame Retardant Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Market Share 2025

Figure 32. China Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Market Share 2025

Figure 33. Rest of World Based Manufacturers Macromolecular Brominated SBS Flame Retardant Production Market Share 2025

Figure 34. World Macromolecular Brominated SBS Flame Retardant Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Macromolecular Brominated SBS Flame Retardant Production Value Market Share by Type in 2025

Figure 36. Bromine Content 66%

Figure 37. Bromine Content 65%

Figure 38. Other

Figure 39. World Macromolecular Brominated SBS Flame Retardant Production Market Share by Type (2021-2032)

Figure 40. World Macromolecular Brominated SBS Flame Retardant Production Value Market Share by Type (2021-2032)

Figure 41. World Macromolecular Brominated SBS Flame Retardant Average Price by Type (2021-2032) & (US\$/Ton)

Figure 42. World Macromolecular Brominated SBS Flame Retardant Production Value by Product Form, (USD Million), 2021 & 2025 & 2032

Figure 43. World Macromolecular Brominated SBS Flame Retardant Production Value Market Share by Product Form in 2025

Figure 44. Pelletized Granules

Figure 45. Powder

Figure 46. World Macromolecular Brominated SBS Flame Retardant Production Market Share by Product Form (2021-2032)

Figure 47. World Macromolecular Brominated SBS Flame Retardant Production Value Market Share by Product Form (2021-2032)

Figure 48. World Macromolecular Brominated SBS Flame Retardant Average Price by Product Form (2021-2032) & (US\$/Ton)

Figure 49. World Macromolecular Brominated SBS Flame Retardant Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 50. World Macromolecular Brominated SBS Flame Retardant Production Value Market Share by Application in 2025

Figure 51. Construction Industry

Figure 52. Electronics and Electrical Engineering

Figure 53. Transportation

Figure 54. Other

Figure 55. World Macromolecular Brominated SBS Flame Retardant Production Market Share by Application (2021-2032)

Figure 56. World Macromolecular Brominated SBS Flame Retardant Production Value Market Share by Application (2021-2032)

Figure 57. World Macromolecular Brominated SBS Flame Retardant Average Price by Application (2021-2032) & (US\$/Ton)

Figure 58. Macromolecular Brominated SBS Flame Retardant Industry Chain

Figure 59. Macromolecular Brominated SBS Flame Retardant Procurement Model

Figure 60. Macromolecular Brominated SBS Flame Retardant Sales Model

Figure 61. Macromolecular Brominated SBS Flame Retardant Sales Channels, Direct Sales, and Distribution

Figure 62. Methodology

Figure 63. Research Process and Data Source

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