

# Global Vinyl Versatate Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Vinyl Versatate market size was valued at USD 406.5 million in 2023 and is forecast to a readjusted size of USD 761.4 million by 2030 with a CAGR of 9.4% during review period.

In the 1950s, Dr. Herbert Koch from the Max Plank Institute in M?lheim, Germany, found that olefins may react with carbon monoxide and water under the influence of strong acids to form tertiary branched neocarboxylic acids. Before the intermediate carbocation reacts with carbon monoxide, isomerization reactions are observed and, therefore, the resulting acid is composed of a number of isomers.

The neocarboxylic acid can be converted into its vinyl ester monomer by reaction with acetylene. Today, these monomers are widely referred to in industry as vinyl versatate monomers (CAS: 51000-52-3), neo-esters or VV monomers.

Vinyl Versatate are commonly used in vinyl acetate and acrylic polymers where they greatly improve hydrolytic stability, adhesion, water and UV resistance.

The market for vinyl versatate is highly concentrated. There are only two manufactures in the world: Hexion and TJSHIELD. Among them, Bemis Associates is the larger one with the percentage of 70.50% market share in 2019.

The Global Info Research report includes an overview of the development of the Vinyl Versatate industry chain, the market status of Paint & Coating (Used for Paint & Coating, Used for Adhesive), Adhesive (Used for Paint & Coating, Used for Adhesive), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Vinyl Versatate.

Regionally, the report analyzes the Vinyl Versatate markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Vinyl Versatate market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Vinyl Versatate market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Vinyl Versatate industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (MT), revenue generated, and market share of different by Purpose (e.g., Used for Paint & Coating, Used for Adhesive).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Vinyl Versatate market.

**Regional Analysis:** The report involves examining the Vinyl Versatate market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Vinyl Versatate market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Vinyl Versatate:

**Company Analysis:** Report covers individual Vinyl Versatate manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Vinyl Versatate. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Downstream Industry (Paint & Coating, Adhesive).

**Technology Analysis:** Report covers specific technologies relevant to Vinyl Versatate. It assesses the current state, advancements, and potential future developments in Vinyl Versatate areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Vinyl Versatate market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Vinyl Versatate market is split by Purpose and by Downstream Industry. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Purpose, and by Downstream Industry in terms of volume and value.

### Market segment by Purpose

Used for Paint & Coating

Used for Adhesive

### Market segment by Downstream Industry

Paint & Coating

Adhesive

Others

## Major players covered

Hexion

TJSHIELD

## 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 Vinyl Versatate product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Vinyl Versatate, with price, sales, revenue and global market share of Vinyl Versatate from 2019 to 2024.

Chapter 3, the Vinyl Versatate competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Vinyl Versatate breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Purpose and downstream industry, with sales market share and growth rate by purpose, downstream industry, from 2019 to 2030.

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 2017 to 2023. and Vinyl Versatate market forecast, by regions, purpose and downstream industry, with sales and revenue, from 2025 to 2030.

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 Vinyl Versatate.

Chapter 14 and 15, to describe Vinyl Versatate sales channel, distributors, customers, research findings and conclusion.

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