

# **Bio-based Polyethylene Terephthalate (PET) Market Analysis By Application (Packaging, Technical, Consumer Goods) And Segment Forecasts To 2020**

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## **Abstracts**

Nitrile Butadiene Rubber (NBR) Powder Market By Product (Linear, Cross-Linked), By Application (PVC Modifier, Automotive, Construction, Footwear, Consumer Goods) Expected to Reach USD 461.8 Million by 2020

Global Nitrile Butadiene Rubber (NBR) powder market is expected to reach USD 461.8 million by 2020. Increasing modified plastics use in automobile applications coupled with growing automotive industry is expected to be a key factor responsible for high NBR powder demand. Increasing NBR powder use in adhesives, sealants and gasket manufacturing primarily due to high wear & impact resistance coupled with superior mechanical & thermal properties is expected to further influence market growth in the next six years.

Adverse health effect of phthalates is resulting in reduced NBR powder use in PVC modification. Increasing use of TPO & TPE as active substitutes is expected to negatively impact the market over the forecast period. PVC modification was the most dominant application segment for the NBR powder market with estimated demand of over 35.0 kilo tons in 2013 and is expected to witness significant reduction in market share by 2020.

Further key findings from the study suggest:

Global NBR powder demand was estimated at 77.7 kilo tons in 2013 and is expected to reach 111.7 kilo tons, growing at a CAGR of 5.3% from 2014 to 2020.

Cross-linked NBR powder is extensively used in high end automotive applications

requiring high durability, mechanical strength and thermal properties. Growing application segment is expected to drive cross-linked powder demand over the forecast period. The segment is expected to witness fastest growth at a CAGR of 5.4% from 2014 to 2020.

Automotive application of NBR powder is expected to witness fastest growth on account of growing automotive industry in emerging markets including Mexico, China and India. Increasing automobile demand globally is expected to further promote market growth. The application segment had an estimated demand of over 20.0 kilo tons in 2013 and is expected to grow at a CAGR of 5.7% from 2014 to 2020.

Asia Pacific was a lucrative regional market with opportunities in automotive, construction and consumer goods industries. India and China are among the emerging economies of the world and hence are witnessing significant growth in the above mentioned industries. Automobile manufacturers are shifting bases from Europe to China owing to low cost skilled labor and improving infrastructure resulting in growing automobile industry thereby impacting the NBR powder market. The region accounted for over 40% of the total market and is expected to witness increased share over the next six years.

NBR market participants such as Nitriflex, Lanxess AG and LG Chem contribute to a major share resulting in an oligopolistic market. Companies are focusing on continuous product and application development which results in high degree of rivalry.

For the purpose of this study, Grand View Research has segmented the global NBR powder market on the basis of product, application and region:

NBR Powder Product Outlook (Volume, Kilo Tons; Revenue, USD Million, 2012 - 2020)

Linear

Cross-linked

NBR Powder Application Outlook (Volume, Kilo Tons; Revenue, USD Million, 2012 - 2020)

PVC Modification

Automotive

Buildings

Footwear

Consumer Goods

Others

NBR Powder Regional Outlook (Volume, Kilo Tons; Revenue, USD Million, 2012 - 2020)

North America

Europe

Asia Pacific

RoW

## Contents

### CHAPTER 1 EXECUTIVE SUMMARY

#### 1.1 Bio based PET – Industry Summary & Critical Success Factors (CSFs)

### CHAPTER 2 BIO BASED PET INDUSTRY OUTLOOK

#### 2.1 Market Segmentation

#### 2.2 Market Size and Growth Prospects

#### 2.3 Bio based PET Value Chain Analysis

#### 2.4 Bio based PET Market Dynamics

##### 2.4.1 Market driver analysis

##### 2.4.1.1 Volatility in crude oil prices

##### 2.4.1.2 Growing sustainable packaging market

##### 2.4.1.3 Eco-friendly substitution

##### 2.4.2 Market restraint analysis

##### 2.4.2.1. Uncertain feedstock supply

##### 2.4.2.2. Threat of substitutes

#### 2.5 Key Opportunities Prioritized

#### 2.6 Industry Analysis - Porter's

#### 2.7 Bio based PET Competitive Landscape

#### 2.8 Bio based PET - PESTEL Analysis

### CHAPTER 3 BIO BASED PET APPLICATION OUTLOOK

#### 3.1 Global Bio based PET market share by application, 2013 & 2020

#### 3.2 Bottles

##### 3.2.1 Market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)

##### 3.2.2 Market estimates and forecast, by region, 2012-2020, (Kilo Tons) (USD Million)

#### 3.3 Technical (Automotive & Electronics)

##### 3.3.1 Market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)

##### 3.3.2 Market estimates and forecast, by region, 2012-2020, (Kilo Tons) (USD Million)

#### 3.3 Consumer goods

##### 3.3.1 Market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)

##### 3.3.2 Market estimates and forecast, by region, 2012-2020, (Kilo Tons) (USD Million)

#### 3.4 Other Packaging

##### 3.4.1 Market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)

##### 3.4.2 Market estimates and forecast, by region, 2012-2020, (Kilo Tons) (USD Million)

## **CHAPTER 4 BIO BASED PET REGIONAL OUTLOOK**

### 4.1 Global Bio based PET market share by region, 2013 & 2020

### 4.2 North America

#### 4.2.1 Market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)

#### 4.2.2 Market estimates and forecast by application, 2012-2020, (Kilo Tons) (USD Million)

### 4.3 Europe

#### 4.3.1 Market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)

#### 4.3.2 Market estimates and forecast by application, 2012-2020, (Kilo Tons) (USD Million)

### 4.4 Asia Pacific

#### 4.4.1 Market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)

#### 4.4.2 Market estimates and forecast by application, 2012-2020, (Kilo Tons) (USD Million)

### 4.5 RoW

#### 4.5.1 Market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)

#### 4.5.2 Market estimates and forecast by application, 2012-2020, (Kilo Tons) (USD Million)

## **CHAPTER 5 COMPETITIVE LANDSCAPE**

### 5.1 The Coca Cola Company

#### 5.1.1 Company Overview

#### 5.1.2 Financial Performance

#### 5.1.3 Product Benchmarking

#### 5.1.4 Strategic Initiatives

### 5.2 Toyota Tsusho

#### 5.2.1 Company Overview

#### 5.2.2 Financial Performance

#### 5.2.3 Product Benchmarking

#### 5.2.4 Strategic Initiatives

### 5.3 Toray Industries

#### 5.3.1 Company Overview

#### 5.3.2 Financial Performance

#### 5.3.3 Product Benchmarking

#### 5.3.4 Strategic Initiatives

### 5.4 M& G Chemicals.

- 5.4.1 Company Overview
- 5.4.2 Financial Performance
- 5.4.3 Product Benchmarking
- 5.4.4 Strategic Initiatives
- 5.5 Teijin Limited
  - 5.5.1 Company Overview
  - 5.5.2 Financial Performance
  - 5.5.3 Product Benchmarking
  - 5.5.4 Strategic Initiatives
- 5.6 Plastipak technologies
  - 5.6.1 Company Overview
  - 5.6.2 Financial Performance
  - 5.6.3 Product Benchmarking
  - 5.6.4 Strategic Initiatives

## **CHAPTER 6 METHODOLOGY & SCOPE**

- 6.1 Research Methodology
- 6.2 Research Scope & Assumptions
- 6.3 List of Data Sources

## List Of Tables

### LIST OF TABLES

1. Bio based PET – Industry Summary & Critical Success Factors (CSFs)
2. Global Bio based PET market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)
3. Global Bio based PET market volume by region, 2012-2020, (Kilo Tons)
4. Global Bio based PET market revenue by region, 2012-2020, (USD Million)
5. Global Bio based PET market volume by application, 2012-2020, (Kilo Tons)
6. Global Bio based PET market revenue by application, 2012-2020, (USD Million)
7. Bio based PET – Key market driver analysis
8. Bio based PET – Key market restraint analysis
9. Global Bio based PET market estimates and forecast by application , 2012-2020, (Kilo Tons) (USD Million)
10. Global Bio based PET market estimates and forecast in bottles, 2012-2020, (Kilo Tons) (USD Million)
11. Global Bio based PET market volume estimates and forecast in bottles, by region, 2012-2020, (Kilo Tons)
12. Global Bio based PET market revenue estimates and forecast in bottles, by region, 2012-2020, (USD Million)
13. Global Bio based PET market estimates and forecast in technical applications, 2012-2020, (Kilo Tons) (USD Million)
14. Global Bio based PET market volume estimates and forecast in technical applications, by region, 2012-2020, (Kilo Tons)
15. Global Bio based PET market revenue estimates and forecast in technical applications, by region, 2012-2020, (USD Million)
16. Global Bio based PET market estimates and forecast in consumer goods, 2012-2020, (Kilo Tons) (USD Million)
17. Global Bio based PET market volume estimates and forecast in consumer goods, by region, 2012-2020, (Kilo Tons)
18. Global Bio based PET market revenue estimates and forecast in consumer goods, by region, 2012-2020, (USD Million)
19. Global Bio based PET market estimates and forecast in other packaging, 2012-2020, (Kilo Tons) (USD Million)
20. Global Bio based PET market volume estimates and forecast in other packaging, by region, 2012-2020, (Kilo Tons)
21. Global Bio based PET market revenue estimates and forecast in other packaging, by region, 2012-2020, (USD Million)

22. Global Bio based PET market estimates and forecast by region, 2012-2020, (Kilo Tons) (USD Million)
23. North America Bio based PET market estimates and forecast, 2012-2020 (Kilo Tons) (USD Million)
24. North America Bio based PET market volume estimates and forecast by application, 2012-2020 (Kilo Tons)
25. North America Bio based PET market revenue estimates and forecast by application, 2012-2020 (USD Million)
26. Europe Bio based PET market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)
27. Europe Bio based PET market volume estimates and forecast by application, 2012-2020 (Kilo Tons)
28. Europe Bio based PET market revenue estimates and forecast by application, 2012-2020 (USD Million)
29. Asia Pacific Bio based PET market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)
30. Asia Pacific Bio based PET market volume estimates and forecast by application, 2012-2020 (Kilo Tons)
31. Asia Pacific Bio based PET market revenue estimates and forecast by application, 2012-2020 (USD Million)
32. RoW Bio based PET market estimates and forecast, 2012-2020, (Kilo Tons) (USD Million)
33. RoW Bio based PET market volume estimates and forecast by application, 2012-2020 (Kilo Tons)
34. RoW Bio based PET market revenue estimates and forecast by application, 2012-2020 (USD Million)



## List Of Figures

### LIST OF FIGURES

1. Bio based PET market segmentation
2. Global Bio based PET market estimates and forecast, 2012 – 2020, (Kilo Tons) (USD million)
3. Bio based PET - Value chain analysis
4. Bio based PET - Market dynamics
5. Key opportunities prioritized
6. Industry analysis - Porter's
7. Bio based PET PESTEL analysis, 2013
8. Global Bio based PET market volume share by application, 2013 & 2020
9. Global Bio based PET market estimates and forecast in bottles, 2012-2020, (Kilo Tons) (USD Million)
10. Global Bio based PET market estimates and forecast in technical applications, 2012-2020, (Kilo Tons) (USD Million)
11. Global Bio based PET market estimates and forecast in consumer goods, 2012-2020, (Kilo Tons) (USD Million)
12. Global Bio based PET market estimates and forecast in other applications, 2012-2020, (Kilo Tons) (USD Million)
13. Global Bio based PET market volume share by region, 2013 & 2020
14. Global Bio based PET market estimates and forecast in consumer goods, 2012-2020, (Kilo Tons) (USD Million)
15. North America Bio based PET market estimates and forecast, 2012-2020 (Kilo Tons) (USD Million)
16. Europe Bio based PET market estimates and forecast, 2012-2020 (Kilo Tons) (USD Million)
17. Asia Pacific Bio based PET market estimates and forecast, 2012-2020 (Kilo Tons) (USD Million)
18. RoW Bio based PET market estimates and forecast, 2012-2020 (Kilo Tons) (USD Million)

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