

Polyester Hot Melt Adhesives Market Size, Share & Trends Analysis Report By Application (Packaging, Textiles & Fabrics, Automotive, Electrical & Electronics), By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

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Polyester Hot Melt Adhesives Market Growth & Trends

The global polyester hot melt adhesives market size is expected to reach USD 695.1 million by 2027, according to a new report by Grand View Research, Inc. It is projected to expand at a CAGR of 8.7%, in terms of revenue, during the forecast period.

Increasing middle- and upper-middle-class populations in emerging countries such as India and Brazil are projected to assist the growth of the packaging industry.

Changing the retail environment has boosted the demand from several retail stores, thereby increasing the use of ready-to-use packaging products. Additionally, developments in the e-retail segment in both developed and developing countries have widely shifted the user base from retail stores to online stores. This is projected to boost the indirect demand for various adhesive products in the forthcoming years.

Pharmaceutical packaging is one of the major potential end-use industries and is anticipated to grow significantly over the next eight years. Advances in biotechnology and the rising demand for biologics are anticipated to boost the demand for various pharmaceutical packaging products such as parenteral vials and pre-fillable syringes. These factors are projected to have a positive impact on market growth in the long run.

The increasing demand for polyester hot melt adhesive compared with water and solvent-based alternatives can be credited to faster setting time and strong bonding. Adhesion to a broad range of surface textures such as plastics, boards, and paper is anticipated to further increase product demand in the packaging segment.

Hot melt adhesives are used at various stages of the automotive production line. Benefits associated with hot melts include high adhesion, heat resilience, low VOC, and suitability for diverse dispensing processes such as engraved, multi roller, and scatter coating. Common applications in automobiles include textile convertible roofs, trunk lining, emblem attachment, seat assembly, and air filter attachments. Hot melts retain their flexible properties at low working temperatures.

Asia Pacific is anticipated to remain the largest consumer of polyester hot melt adhesive products. The production of textiles in large volumes in China, India, Bangladesh, and other Asian countries; demand for consumer durables, and high consumer potential in Southeast Asian countries are likely to support the demand for polyester hot melt adhesives.

Polyester Hot Melt Adhesives Market Report Highlights

In terms of both revenue and volume, textiles and fabrics was the largest application segment in 2019. It was valued at USD 120.9 million in 2019. The growth is attributed to the requirement of increasing demand from yarns and fabrics in textiles and footwear industries

Increasing demand for attractive labels to gain the attention of customers is projected to benefit the packaging application segment. The segment is expected to expand at a CAGR of 4.5% from 2020 to 2027, in terms of volume

Numerous industries including automotive, packaging, electrical and electronic, and textile, which are the key consumers of polyester hot melt adhesives have witnessed a decline in demand due to temporary closures of dealerships and disruptions in the supply chain amid the COVID-19 pandemic

Europe accounted for a volume share of 21.4% in the market. The growing flexible packaging market in Europe is anticipated to drive the demand

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot

CHAPTER 3. POLYESTER HOT MELT ADHESIVES MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Outlook
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Manufacturing trends & technology overview
 - 3.3.2. Sales Channel Analysis
- 3.4. Technology Overview
- 3.5. Regularity Framework
- 3.6. Market Dynamics
 - 3.6.1. Market Driver Analysis
 - 3.6.2. Market Restraint Analysis
 - 3.6.3. Market challenges
- 3.7. Business Environment Analysis: Polyester Hot Melt Adhesives market
 - 3.7.1. Industry Analysis - Porter's
 - 3.7.2. PESTEL Analysis

CHAPTER 4. POLYESTER HOT MELT ADHESIVES MARKET: APPLICATION

ESTIMATES & TREND ANALYSIS

- 4.1. Definition & Scope
- 4.2. Application Movement Analysis & Market Share, 2019 & 2027
- 4.3. Market size & forecasts and trend analysis, 2016 to 2027
 - 4.3.1. Packaging
 - 4.3.1.1. Market estimates & forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 4.3.2. Textiles & fabrics
 - 4.3.2.1. Market estimates & forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 4.3.3. Automotive
 - 4.3.3.1. Market estimates & forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 4.3.4. Electrical & electronics
 - 4.3.4.1. Market estimates & forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 4.3.5. Polymer films & foils
 - 4.3.5.1. Market estimates & forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 4.3.6. Others
 - 4.3.6.1. Market estimates & forecasts, 2016 - 2027 (Kilotons, USD Million)

CHAPTER 5. POLYESTER HOT MELT ADHESIVES MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 5.1. Regional Market Snapshot
- 5.2. Definition & Scope
- 5.3. North America
 - 5.3.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.3.2. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)
 - 5.3.3. U.S.
 - 5.3.3.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.3.3.2. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)
 - 5.3.4. Canada
 - 5.3.4.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.3.4.2. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)
 - 5.3.5. Mexico
 - 5.3.5.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.3.5.2. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)
- 5.4. Europe
 - 5.4.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.4.2. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)
 - 5.4.3. Germany

- 5.4.3.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
- 5.4.3.2. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)
- 5.4.4. U.K.
 - 5.4.4.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.4.4.2. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)
- 5.4.5. France
 - 5.4.5.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.4.5.2. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)
- 5.5. Asia Pacific
 - 5.5.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.5.2. Market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)
 - 5.5.3. China
 - 5.5.3.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.5.3.2. Market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)
 - 5.5.4. Japan
 - 5.5.4.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.5.4.2. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)
 - 5.5.5. India
 - 5.5.5.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.5.5.2. Market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)
 - 5.5.6. South Korea
 - 5.5.6.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.5.6.2. Market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)
- 5.6. Central & South America
 - 5.6.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.6.2. Market estimates and forecasts, by application, 2016 - 2027 (USD Million)
 - 5.6.3. Brazil
 - 5.6.3.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.6.3.2. Market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)
- 5.7. Middle East & Africa
 - 5.7.1. Market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)
 - 5.7.2. Market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

CHAPTER 6. POLYESTER HOT MELT ADHESIVES MARKET - COMPETITIVE ANALYSIS

- 6.1. Key global players & recent developments & their impact on the industry
- 6.2. Vendor Landscape
 - 6.2.1. List of potential end-users
- 6.3. Company market positioning

CHAPTER 7. COMPANY PROFILES

- 7.1. Bostik
 - 7.1.1. Company Overview
 - 7.1.2. Financial Performance
 - 7.1.3. Product Benchmarking
 - 7.1.4. Strategic Initiatives
- 7.2. H.B. Fuller Company
 - 7.2.1. Company Overview
 - 7.2.2. Financial Performance
 - 7.2.3. Product Benchmarking
 - 7.2.4. Strategic Initiatives
- 7.3. 3M
 - 7.3.1. Company Overview
 - 7.3.2. Financial Performance
 - 7.3.3. Product Benchmarking
 - 7.3.4. Strategic Initiatives
- 7.4. Avery Dennison Corporation
 - 7.4.1. Company Overview
 - 7.4.2. Financial Performance
 - 7.4.3. Product Benchmarking
 - 7.4.4. Strategic Initiatives
- 7.5. Dow Inc.
 - 7.5.1. Company Overview
 - 7.5.2. Financial Performance
 - 7.5.3. Product Benchmarking
 - 7.5.4. Strategic Initiatives
- 7.6. Sika AG
 - 7.6.1. Company Overview
 - 7.6.2. Financial Performance
 - 7.6.3. Product Benchmarking

- 7.6.4. Strategic Initiatives
- 7.7. Cattie Adhesives
 - 7.7.1. Company Overview
 - 7.7.2. Financial Performance
 - 7.7.3. Product Benchmarking
 - 7.7.4. Strategic Initiatives
- 7.8. Costchem Srl
 - 7.8.1. Company Overview
 - 7.8.2. Financial Performance
 - 7.8.3. Product Benchmarking
 - 7.8.4. Strategic Initiatives
- 7.9. Sipol SpA
 - 7.9.1. Company Overview
 - 7.9.2. Financial Performance
 - 7.9.3. Product Benchmarking
 - 7.9.4. Strategic Initiatives
- 7.10. EMS Chemie Holding AG
 - 7.10.1. Company Overview
 - 7.10.2. Financial Performance
 - 7.10.3. Product Benchmarking
 - 7.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1. Polyester hot melt adhesives market estimates and forecasts in packaging, 2016 - 2027 (Kilotons, USD Million)

Table 2. Polyester hot melt adhesives market estimates and forecasts in textiles & fabrics, 2016 - 2027 (Kilotons, USD Million)

Table 3. Polyester hot melt adhesives market estimates and forecasts in automotive, 2016 - 2027 (Kilotons, USD Million)

Table 4. Polyester hot melt adhesives market estimates and forecasts in electrical & electronics, 2016 - 2027 (Kilotons, USD Million)

Table 5. Polyester hot melt adhesives market estimates and forecasts in polymer films & foils, 2016 - 2027 (Kilotons, USD Million)

Table 6. Polyester Hot Melt Adhesives market estimates and forecasts, in other applications, 2016 - 2027 (Kilotons, USD Million)

Table 7. North America polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 8. North America polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 9. U.S. polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 10. U.S. polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 11. Europe polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 12. Europe polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 13. Germany polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 14. Germany polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 15. U.K. polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 16. U.K. polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 17. France polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 18. France polyester hot melt adhesives market estimates and forecasts, by

application, 2016 - 2027 (Kilotons, USD Million)

Table 19. Asia Pacific polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 20. Asia Pacific polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 21. China polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 22. China polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 23. India polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 24. India polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 25. Japan polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 26. Japan polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 27. South Korea polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 28. South Korea polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 29. Central & South America polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 30. Central & South America polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 31. Brazil polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 32. Brazil polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

Table 33. Middle East & Africa polyester hot melt adhesives market estimates and forecasts, 2016 - 2027 (Kilotons, USD Million)

Table 34. Middle East & Africa polyester hot melt adhesives market estimates and forecasts, by application, 2016 - 2027 (Kilotons, USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Polyester hot melt adhesives market segmentation
- Fig. 2 Information procurement
- Fig. 3 Data analysis models
- Fig. 4 Market formulation and validation
- Fig. 5 Data validating & publishing
- Fig. 6 Polyester hot melt adhesives market 2016 - 2027 (Revenue - USD Million, Volume - Kilotons)
- Fig. 7 Penetration & growth prospect mapping
- Fig. 8 Value chain analysis
- Fig. 9 Market driver analysis
- Fig. 10 Market restraint analysis
- Fig. 11 Porter's analysis
- Fig. 12 PESTEL analysis
- Fig. 13 Polyester hot melt adhesives market: Application movement analysis, 2019 & 2027
- Fig. 14 Regional snapshot
- Fig. 15 Polyester hot melt adhesives market: Regional movement analysis, 2019 & 2027
- Fig. 16 Polyester hot melt adhesives market - Competitive outlook
- Fig. 17 SWOT Analysis

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