

Pressure Sensitive Adhesives Market Size, Share & Trends Analysis Report By Product (Films), By Technology (Water-based, Radiation-cured), By Adhesive Chemistry, By End Use (Automotive, Packaging), And Segment Forecasts, 2019 - 2025

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Abstracts

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The global pressure sensitive adhesives market size is anticipated to reach USD 14.89 billion by 2025 expanding at a CAGR of 4.3%, according to a new report by Grand View Research, Inc. Rising demand from packaging industry is predicted to drive the pressure sensitive adhesive (PSA) market growth. Water-based PSAs, also known as emulsion PSA, led the market in 2018. The environmentally friendly nature of these PSAs coupled with compliance with government regulatory bodies, such as Environmental Protection Agency (EPA), is the crucial factor supporting the segment growth.

Radiation cured PSAs are estimated to witness the fastest CAGR over the forecast period. They are typically based on acrylic formulations and provide an ideal solution combining balanced performance, good weather resistance, and advantageous processing. New product launches along with extensive R&D in radiation cured technology are expected to propel the segment growth over the forecast period. Packaging industry, especially food packaging, is one of the most significant end-use industries. PSA labels and tapes help maintain the brand image of the packaged product and are compatible with numerous substrates and coatings.

They offer significant advantages, such as instant bonding and user-friendly application. In the automotive industry, labels play an important role in the supply chain of a car.

Majority of the total automotive labels are applied on the automotive parts before car assembly in the supply chain. Several numbers are stamped on pieces of metals and parts to aid in automotive assembly. Apart from labeling, these tapes are used in the assembly of interior vehicle components like dashboards, glass, mirrors, fabric, and carpet.

In the construction industry, higher bonding speed, longer durability, extreme weather resistance, and user-friendly features of acrylic tapes play a crucial role. Acrylic construction tapes are an eco-friendly option as they produce minimal off-gases and fumes. With stringent environmental codes and regulations in the construction industry, PSA high-performing tapes are expected to emerge as the ideal choice for architects and builders.

Further key findings from the study suggest:

Water-based technology led the market in 2018. These products are eco-friendly, which is a significant factor driving the segment growth

Tapes segment led the market in 2018. Increasing demand for carton sealing from the packaging industry and its increasing usage in automotive assembly is the major factor driving the segment

In terms of revenue, graphic films are estimated to register the fastest CAGR of 5.8% over the forecast period. Increasing demand for vehicle graphics and advertising graphics will stimulate the segment growth

Silicone-based adhesive formulations are estimated to expand at the fastest CAGR from 2019 to 2025 owing to excellent weather resistance and long-term durability offered by these formulations

Asia Pacific led the global pressure sensitive adhesives (PSAs) market in 2018 owing to extensive product demand and manufacturing activities in the region

3M Company, Henkel, and Avery Dennison are the dominant industry participants owing to their wide product portfolio and significant integration in the manufacturing process

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