

Vinyl Acetate Monomer Market Size, Share & Trends Analysis Report By Application (Polyvinyl Alcohol, Polyvinyl Acetate), By End-use (Packaging, Construction), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Vinyl Acetate Monomer Market Growth & Trends

The global vinyl acetate monomer market size is expected to reach USD 15.44 billion by 2030, registering a CAGR of 5.5% from 2024 to 2030, according to a new report by Grand View Research, Inc. Increasing adhesive demand from key industries such as construction, automotive, and furniture is expected to drive market growth. Increasing paints & coatings demand, particularly in the Asia Pacific and Latin America, is also expected to further impact market demand positively over the next six years. Stringent environmental regulations and volatile raw material prices are expected to remain key challenges for market participants over the forecast period.

Increasing shale gas exploration in the U.S. is expected to benefit the market in terms of ethylene supply, which is a key vinyl acetate monomer (VAM) feedstock and is expected to benefit the market supply. Polyvinyl acetate (PVA) and polyvinyl alcohol (PVOH) were the major application segments which together accounted for over 85% of total market volume in 2013.

Vinyl Acetate Monomer Market Report Highlights

The polyvinyl alcohol segment held the largest market revenue share of 47.9%

in 2023, owing to its versatile applications and superior properties.

The polyvinyl acetate segment is expected to grow at the fastest CAGR of 5.9% over the forecast period.

The packaging segment dominated the market in 2023. The growth in e-commerce and consumer goods sectors has significantly amplified the need for durable, flexible packaging solutions.

Asia Pacific vinyl acetate monomer market held the largest market revenue share of 47.9% in 2023. Vinyl acetate monomer is used to produce adhesives, crucial in the booming construction and packaging sectors in countries like China and India.

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