

# **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.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
- 1.3. Research Methodology
  - 1.3.1. Information Procurement
  - 1.3.2. Information or Data Analysis
  - 1.3.3. Market Formulation & Data Visualization
  - 1.3.4. Data Validation & Publishing
- 1.4. Research Scope and Assumptions
  - 1.4.1. List of Data Sources

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

### CHAPTER 3. VINYL ACETATE MONOMER MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Introduction/Lineage Outlook
- 3.2. Market Size and Growth Prospects (USD Million), (Volume Kilotons)
- 3.3. Market Dynamics
  - 3.3.1. Market Drivers Analysis
  - 3.3.2. Market Restraints Analysis
- 3.4. Vinyl Acetate Monomer Market Analysis Tools
  - 3.4.1. Porter's Analysis
    - 3.4.1.1. Bargaining power of the suppliers
    - 3.4.1.2. Bargaining power of the buyers
    - 3.4.1.3. Threats of substitution
    - 3.4.1.4. Threats from new entrants
    - 3.4.1.5. Competitive rivalry
  - 3.4.2. PESTEL Analysis
    - 3.4.2.1. Political landscape
    - 3.4.2.2. Economic and Social landscape
    - 3.4.2.3. Technological landscape

3.4.2.4. Environmental landscape

3.4.2.5. Legal landscape

## **CHAPTER 4. VINYL ACETATE MONOMER MARKET: APPLICATION ESTIMATES & TREND ANALYSIS**

4.1. Segment Dashboard

4.2. Vinyl Acetate Monomer Market: Application Movement Analysis, 2023 & 2030 (USD Million)

4.3. Polyvinyl Alcohol

4.3.1. Polyvinyl Alcohol Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

4.4. Polyvinyl Acetate

4.4.1. Polyvinyl Acetate Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

4.5. Ethylene Vinyl Acetate

4.5.1. Ethylene Vinyl Acetate Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

4.6. Others

4.6.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

## **CHAPTER 5. VINYL ACETATE MONOMER MARKET: END USE ESTIMATES & TREND ANALYSIS**

5.1. Segment Dashboard

5.2. Vinyl Acetate Monomer Market: End Use Movement Analysis, USD Million, Volume Kilotons, 2023 & 2030

5.3. Packaging

5.3.1. Packaging Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million). (Volume Kilotons)

5.4. Construction

5.4.1. Construction Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

5.5. Textiles

5.5.1. Textiles Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

5.6. Adhesives

5.6.1. Adhesives Market Revenue Estimates and Forecasts, 2018 - 2030 (USD

Million), (Volume Kilotons)

#### 5.7. Others

5.7.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

## **CHAPTER 6. VINYL ACETATE MONOMER MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

6.1. Vinyl Acetate Monomer Market Share, By Region, 2023 & 2030, USD Million, Volume Kilotons

### 6.2. North America

6.2.1. North America Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

#### 6.2.2. U.S.

6.2.2.1. U.S. Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

#### 6.2.3. Canada

6.2.3.1. Canada Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

#### 6.2.4. Mexico

6.2.4.1. Mexico Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

### 6.3. Europe

6.3.1. Europe Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

#### 6.3.2. U.K.

6.3.2.1. U.K. Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

#### 6.3.3. Germany

6.3.3.1. Germany Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

#### 6.3.4. France

6.3.4.1. France Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

#### 6.3.5. Italy

6.3.5.1. Italy Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

#### 6.3.6. Spain

6.3.6.1. Spain Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030

(USD Million), (Volume Kilotons)

6.3.7. Russia

6.3.7.1. Russia Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030

(USD Million), (Volume Kilotons)

6.3.8. Denmark

6.3.8.1. Denmark Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.3.9. Sweden

6.3.9.1. Sweden Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.3.10. Norway

6.3.10.1. Norway Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.4. Asia Pacific

6.4.1. Asia Pacific Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.4.2. China

6.4.2.1. China Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.4.3. India

6.4.3.1. India Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.4.4. Japan

6.4.4.1. Japan Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.4.5. Australia

6.4.5.1. Australia Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.4.6. South Korea

6.4.6.1. South Korea Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.4.7. Indonesia

6.4.7.1. Indonesia Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.4.8. Vietnam

6.4.8.1. Vietnam Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.5. Latin America

6.5.1. Latin America Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 -

2030 (USD Million), (Volume Kilotons)

6.5.2. Brazil

6.5.2.1. Brazil Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.5.3. Argentina

6.5.3.1. Argentina Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.6. Middle East and Africa

6.6.1. Middle East and Africa Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.6.2. Saudi Arabia

6.6.2.1. Saudi Arabia Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.6.3. South Africa

6.6.3.1. South Africa Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.6.4. UAE

6.6.4.1. UAE Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

6.6.5. Kuwait

6.6.5.1. Kuwait Vinyl Acetate Monomer Market Estimates and Forecasts, 2018 - 2030 (USD Million), (Volume Kilotons)

## **CHAPTER 7. COMPETITIVE LANDSCAPE**

### 7.1. Recent Developments & Impact Analysis by Key Market Participants

### 7.2. Company Categorization

### 7.3. Company Heat Map Analysis

### 7.4. Company Profiles

#### 7.4.1. DowDuPont

##### 7.4.1.1. Participant's Overview

##### 7.4.1.2. Financial Performance

##### 7.4.1.3. Product Benchmarking

##### 7.4.1.4. Recent Developments/ Strategic Initiatives

#### 7.4.2. Wacker Chemie AG

##### 7.4.2.1. Participant's Overview

##### 7.4.2.2. Financial Performance

##### 7.4.2.3. Product Benchmarking

##### 7.4.2.4. Recent Developments/ Strategic Initiatives

#### 7.4.3. Celanese Corporation

##### 7.4.3.1. Participant's Overview

##### 7.4.3.2. Financial Performance

##### 7.4.3.3. Product Benchmarking

##### 7.4.3.4. Recent Developments/ Strategic Initiatives

#### 7.4.4. KURARAY CO., LTD

##### 7.4.4.1. Participant's Overview

##### 7.4.4.2. Financial Performance

##### 7.4.4.3. Product Benchmarking

##### 7.4.4.4. Recent Developments/ Strategic Initiatives

#### 7.4.5. Solventis

##### 7.4.5.1. Participant's Overview

##### 7.4.5.2. Financial Performance

##### 7.4.5.3. Product Benchmarking

##### 7.4.5.4. Recent Developments/ Strategic Initiatives

#### 7.4.6. Sipchem

##### 7.4.6.1. Participant's Overview

##### 7.4.6.2. Financial Performance

##### 7.4.6.3. Product Benchmarking

##### 7.4.6.4. Recent Developments/ Strategic Initiatives

#### 7.4.7. Innospec

##### 7.4.7.1. Participant's Overview

##### 7.4.7.2. Financial Performance

##### 7.4.7.3. Product Benchmarking

##### 7.4.7.4. Recent Developments/ Strategic Initiatives

#### 7.4.8. Exxon Mobil Corporation

##### 7.4.8.1. Participant's Overview

##### 7.4.8.2. Financial Performance

##### 7.4.8.3. Product Benchmarking

##### 7.4.8.4. Recent Developments/ Strategic Initiatives

#### 7.4.9. Sinopec China Petrochemical Corporation

##### 7.4.9.1. Participant's Overview

##### 7.4.9.2. Financial Performance

##### 7.4.9.3. Product Benchmarking

##### 7.4.9.4. Recent Developments/ Strategic Initiatives

#### 7.4.10. Arkema

##### 7.4.10.1. Participant's Overview

##### 7.4.10.2. Financial Performance

##### 7.4.10.3. Product Benchmarking



- 7.4.10.4. Recent Developments/ Strategic Initiatives
- 7.4.11. LyondellBasell Industries N.V.
  - 7.4.11.1. Participant's Overview
  - 7.4.11.2. Financial Performance
  - 7.4.11.3. Product Benchmarking
  - 7.4.11.4. Recent Developments/ Strategic Initiatives

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