

# **Water-based Adhesives Market Size, Share & Trends Analysis Report By Resin Type (Acrylic Polymer Emulsion, Vinyl Acetate Ethylene Emulsion), By Application (Tapes & Labels, Paper & Packaging, Woodworking), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Water-based Adhesives Market Growth & Trends**

The global water-based adhesives market size is anticipated to reach USD 66.59 billion by 2030, growing at a CAGR of 9.5% during the forecast period, according to a new report by Grand View Research, Inc. The water-based adhesives industry is expected to grow significantly due to several key factors driving demand across various industries. There is a noticeable shift towards sustainability and environmental friendliness, as consumers and manufacturers increasingly prefer products with lower volatile organic compound (VOC) emissions. Water-based adhesives are more eco-friendly than solvent-based adhesives, aligning with global trends toward greener manufacturing practices. This transition is also supported by stringent environmental regulations promoting less harmful materials in production processes, particularly in sectors such as packaging and construction.

The acrylic polymer emulsion segment dominated the market with a revenue share of 37.5% in 2024 during the forecast period. Using acrylic polymer emulsions in water-based adhesives offers several advantages, including excellent adhesion, UV, and water resistance. They provide strong bonding capabilities while maintaining flexibility, making them suitable for various applications, from labels to insulation tapes. As industries prioritize sustainability and performance, the demand for acrylic polymer

emulsions in the market for water-based adhesives is expected to grow significantly.

The tapes & labels segment is driven by the demand for sustainable and versatile bonding solutions. Water-based pressure-sensitive adhesives (WPSAs) are becoming increasingly popular in this sector due to their low VOC emissions, contributing to a cleaner and healthier environment. These adhesives can bond effectively to various surfaces, making them suitable for multiple tape and label applications across different industries, including packaging for electronics, medical devices, and consumer goods. WPSAs are used in applications such as medium and heavy-duty carton sealing, gift wrapping and decoration, general-purpose repairs, bundling and strapping, and stationery.

The Asia Pacific (APAC) water-based adhesives industry is experiencing significant growth, driven by various factors, including the booming packaging industry and increasing construction activities.

#### Water-based Adhesives Market Report Highlights

Based on resin type, the acrylic polymer emulsion segment is projected to hold the largest revenue share of 37.4%, in 2024. This growth is attributed to their excellent adhesion, durability, and weather resistance, which enhance their applicability across diverse environments. Their versatility allows them to be used in various products, such as paints, coatings, and adhesives. This contributes to their increasing popularity in sectors that emphasize performance and sustainability.

Based on application, the tapes & labels segment's growth is driven by the increasing demand for sustainable and efficient bonding solutions. Water-based pressure-sensitive adhesives (WPSAs) are becoming the preferred choice due to their lower volatile organic compound (VOC) emissions, contributing to a healthier environment than traditional solvent-based adhesives. These versatile adhesives can adhere effectively to various surfaces, making them suitable for various applications, including packaging for electronics, medical devices, and consumer goods.

North America is the dominant region for the water-based adhesives industry, with a revenue share of 50.7% in 2024. The region's packaging industry is experiencing significant growth, primarily fueled by the rapid expansion of e-commerce and the increasing demand for sustainable packaging solutions. The building and construction sectors are also making a notable contribution to market growth, driven by rapid urbanization and ongoing infrastructure development.

Key industry participants include Linde Plc; Honeywell International Inc.; Henkel AG & Co. KGaA; H.B. Fuller; Arkema; Dow; Ashland; Bayer AG; PPG Industries; Sika AG; Akzo Nobel N.V.; 3M; and DuPont.

In September 2023, H.B. Fuller acquired Sanglier Limited, a UK-based company that manufactures sprayable industrial adhesives. This acquisition strengthens H.B. Fuller's innovative capabilities and expands its product portfolio in the UK and Europe, particularly in the Construction and Engineering Adhesives sectors.

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