

# The 2025-2030 World Outlook for Plastisols

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## Abstracts

This study covers the world outlook for plastisols across more than 190 countries. For each year reported, estimates are given for the latent demand, or potential industry earnings (P.I.E.), for the country in question (in millions of U.S. dollars), the percent share the country is of the region, and of the globe. These comparative benchmarks allow the reader to quickly gauge a country vis-à-vis others. Using econometric models which project fundamental economic dynamics within each country and across countries, latent demand estimates are created. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of plastisols as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include 3M Company, Bostik, Campbell Plastics, Carlisle Plastics Company, Chemence, Chemionics, Dow Corning Corporation, Dynachrom Ink Technologies, Franklin International, Fujifilm Corporation, H.B. Fuller Company, Henkel, Herson Manufacturing, Hodgson Sealants, Huber Group, Hutchinson Worldwide, Illinois Tool Works, Indian Dyes Sales, International Coatings Company, ITW Devcon, Inc., KONISHI CHEMICAL INC Company, KRAFFT SLU, Lancer Group International, Mas-Tin, Patcham, Polyblend, PolyOne Corporation, Polysol Polymers, Princeton Keynes Group, Progressive Coatings, Rack Coating Service, Rutland Plastic Technologies, Special Coatings (SCL), Sushee Coatings, The DOW Chemical Company, Turan Kimya, U.S. Plastic Coatings, Vita Liquid Polymers, VynaFlex Plastisol Compounds, and Wright Coatings Technologies. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a

common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2024).

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