

# Industrial Adhesives: Products and Applications - A Global Market Overview

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## Abstracts

Demand for industrial adhesives is estimated to extend across a wide spectrum of end markets, with transportation, inclusive of automotive and construction likely to take leading positions. A growing number of end-use applications have exhibited a marked shift from traditional mechanical fastener based technologies to adhesive based technologies, prominent among them being the automotive, mobile handheld electronic devices and medical sectors, which are expected to record faster than GDP growths over the coming few years. For instance, in automotive and aircraft manufacturers have initiated the substitution of conventionally used metals with plastics, composites and nonferrous materials in fabrication that helps in reducing weight of the vehicles and reducing fuel consumption.

Traditionally, the global demand and growth for industrial adhesives has had a direct correlation with the chemical industry as a whole, which has averaged at about 3%-4% over the past decade. However, between the years 2008 and 2010, the global economy went into a tailspin, with a major proportion of industries following in its wake, of which the chemical industry was one. With end-users tightening belts and cutting down production due to lack of demand, industry majors had a torrid time in this recessionary period, and the market for industrial adhesives was also adversely affected.

Industrial Adhesives application areas explored in this report encompass Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications. The report also analyzes the product segments including Acrylics, Water-Based PVAc & VAE, Polyurethane, EVA & Polyethylene Hot-Melts, SBC Hot-Melts, Epoxy, Polychloroprene and Others. The major product segments further classified in to sub-types as Acrylics – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics; and Polyurethane - Solvent-Based, 100% Reactive, Hot-Melt and Water-

Based.

The global markets for the above mentioned product types and end-use applications for industrial adhesives are analyzed in both value in US\$ and the volumes in million pounds (lbs). The report covers the global market for industrial applications only and excludes any other usages of adhesives. Pressure sensitive products accounts for the largest share of about 28% of global consumption of industrial adhesives equated to 5.9 billion lbs closely followed by Packaging with 4.7 billion lbs in 2013. Transportation projected to achieve the fastest 6.3% compounded annual growth rate (CAGR) between 2013 and 2020.

The report reviews, analyses and projects the industrial adhesives market for global and the regional markets including North America, Europe, Asia-Pacific, South America and Rest of World. The regional markets further analyzed for 16 independent countries across North America – The United States, Canada and Mexico; Europe – Germany, France, the United Kingdom, Italy, Spain and Russia; Asia-Pacific – China, Japan, South Korea, India and Taiwan; and South America – Brazil and Argentina.

This 787 page global market report includes 709 charts (includes a data table and graphical representation for each chart), supported with meaningful and easy to understand graphical presentation, of market numbers. This report profiles 39 key global players and 92 major players across North America – 36; Europe – 17; and Asia-Pacific – 39. The research also provides the listing of the companies engaged in manufacturing and supply of industrial adhesives. The global list of companies covers addresses, contact numbers and the website addresses of 646 companies.

## Contents

### **PART A: GLOBAL MARKET PERSPECTIVE**

#### **1. INTRODUCTION**

##### 1.1 Product Outline

- 1.1.1 Acrylic Adhesives
- 1.1.2 Polyvinyl Acetate (PVAc) Adhesives
- 1.1.3 Vinyl Acetate Ethylene (VAE) Emulsions
- 1.1.4 Polyurethane
- 1.1.5 Ethylene Vinyl Acetate (EVA) and Other Hot Melts
- 1.1.6 Styrenic Block Copolymer (SBC) Hot-Melts
- 1.1.7 Epoxy
- 1.1.8 Other Adhesives
  - 1.1.8.1 Formaldehyde and Phenolic Adhesives
  - 1.1.8.2 Polyvinyl Alcohol (PVOH)
  - 1.1.8.3 Natural and Synthetic Rubbers
  - 1.1.8.4 Cellulosic Adhesives
  - 1.1.8.5 Other Natural Adhesives
  - 1.1.8.6 Miscellaneous Adhesives

##### 1.2 Industrial Adhesives End-Use Applications

- 1.2.1 Pressure Sensitive Product Applications
  - 1.2.1.1 Structural and Pressure Sensitive Adhesives
  - 1.2.1.2 Production of PSAs
  - 1.2.1.3 Typical Applications of PSAs
  - 1.2.1.4 Categories of PSAs by Composition
    - 1.2.1.4.1 Acrylics
    - 1.2.1.4.2 Ethylene-Vinyl Acetate (EVA)
    - 1.2.1.4.3 Silicone Rubbers
    - 1.2.1.4.4 Styrene Block Copolymers (SBCs)
- 1.2.2 Packaging Applications
  - 1.2.2.1 Coating and Laminating Applications
  - 1.2.2.2 Extrusion Applications
  - 1.2.2.3 Heat Seal Applications
    - 1.2.2.3.1 Hot Melt Adhesives
    - 1.2.2.3.2 Water-Based Adhesives
    - 1.2.2.3.3 Solvent-Based Adhesives
  - 1.2.2.4 Cold Seal Applications

- 1.2.2.5 Food Contact Applications
- 1.2.2.6 Medical Applications
- 1.2.2.7 Barrier Adhesive Applications
- 1.2.2.8 Applications of Bonding to Low Surface Energy Films (Surface Preparation)
- 1.2.2.9 A Summarization
  - 1.2.2.9.1 Natural Adhesives
  - 1.2.2.9.2 Synthetic Adhesives
  - 1.2.2.9.3 Significance of Permeability
  - 1.2.2.9.4 Active Packaging and Other Trends in Packaging Adhesives
  - 1.2.2.9.5 Recyclability of Packaging Adhesives Gaining in Prominence
- 1.2.3 Construction Applications
  - 1.2.3.1 Building and Construction Applications for Industrial Adhesives
    - 1.2.3.1.1 Adhesives for Ceiling Applications
    - 1.2.3.1.2 Adhesives for Floor Covering Applications
    - 1.2.3.1.3 Adhesives for Concrete Applications
    - 1.2.3.1.4 Adhesives for Façade Applications
    - 1.2.3.1.5 Adhesives for Laminate Applications
    - 1.2.3.1.6 Adhesives for Structural Assembly Applications
    - 1.2.3.1.7 Adhesives for Non-Structural Applications
    - 1.2.3.1.8 Adhesives for Paneling Applications
    - 1.2.3.1.9 Adhesives for Pipe, Wire and Cable Applications
    - 1.2.3.1.10 Adhesives for Roofing Applications
    - 1.2.3.1.11 Adhesives for Structural Glazing Applications
    - 1.2.3.1.12 Adhesives for Wall Covering Applications
- 1.2.4 Woodworking Applications
  - 1.2.4.1 Classification of Wood Adhesives
    - 1.2.4.1.1 Natural Wood Adhesives
    - 1.2.4.1.2 Synthetic Resin Wood Adhesives
- 1.2.5 Transportation Applications
  - 1.2.5.1 Automotive Applications of Adhesives
    - 1.2.5.1.1 Metal Sheet Bonding in Construction of Vehicle Bodywork
    - 1.2.5.1.2 Adhesives for Promoting Vehicular Safety
    - 1.2.5.1.3 Use of Direct Glazing to Bond Glass Panes into Car Bodywork
  - 1.2.5.2 Adhesives in Aircraft Manufacture
  - 1.2.5.3 Rail Vehicle Manufacture with Adhesives
- 1.2.6 Other Applications
  - 1.2.6.1 Medical Applications of Adhesives
    - 1.2.6.1.1 Categories of Adhesives for Medical Uses
    - 1.2.6.1.2 Other Forms and Applications

- 1.2.6.1.3 The Right Adhesive for the Right Application
- 1.2.6.2 Adhesives in Electrical and Electronics Applications
  - 1.2.6.2.1 Electronic Circuits
  - 1.2.6.2.2 Passport Chips
  - 1.2.6.2.3 Digital Versatile Disc (DVD) Fabrication
  - 1.2.6.2.4 Cell Phone Adhesives
- 1.2.6.3 Leather and Apparel Applications of Adhesives
- 1.3 A Snapshot on Market Trends
  - 1.3.1 Transportation Surges Ahead, Other Sectors Not Too Far Behind
  - 1.3.2 Nonwovens Sector Increases Adhesive Adoption
  - 1.3.3 The Rebound of the Construction Sector
  - 1.3.4 M&A Activity Gaining Momentum
  - 1.3.5 Weight Reduction and Toughness Dictate Industrial Adhesive Applications in Auto Sector
  - 1.3.6 Auto Sales to Propel Growth for Adhesives
  - 1.3.7 “Lose Weight” is the Mantra for Cars
  - 1.3.8 Other Contributing Factors

## **2. KEY GLOBAL PLAYERS**

3M Company  
ADCO Global, Inc.  
Adhesive Applications Inc.  
Adhesive Films Inc.  
Adhesives Research, Inc.  
Akzo Nobel N.V.  
Ashland Inc.  
Avery Dennison Corporation  
BASF SE  
Bayer Materialscience AG  
Beardow & Adams (Adhesives) Limited  
Bemis Company, Inc.  
Bostik  
Carlisle Companies Incorporated  
Chemence Limited  
Collano Adhesives AG  
Cytec Industries Inc.  
Dow Corning Corporation  
E. I. Du Pont De Nemours and Company

Forbo Holding Ltd  
Franklin International, Inc.  
Gardner-Gibson, Inc.  
HB Fuller Company  
Henkel AG & Co KGaA  
Hernon Manufacturing Inc.  
Hitachi Chemical Co Ltd  
Huntsman International LLC  
Illinois Tool Works Inc.  
Klebchemie M. G. Becker GmbH & Co. KG  
Lord Corporation  
MAPEI SpA  
Mitsubishi Chemical Corporation  
PPG Industries Inc.  
Sharp Chemical Industry Co Ltd  
The Dow Chemical Company  
The Nippon Synthetic Chemical Industry Co Ltd  
The Yokohama Rubber Co Ltd  
Total SA  
Toyo Polymer Co Ltd

### **3. KEY BUSINESS TRENDS**

Henkel Unveils Next-Generation Loctite® Liquid Optically Clear Adhesives  
Adept Industrial Solutions' 3M Hi-Strength 94ET Spray Adhesives  
Innovation of Henkel's Technomelt Supra 100 Cool Low Temperature Hotmelt Adhesive  
Application of H.B. Fuller's Swift®tak Adhesives for Safe and Solid Adhesion  
Wisdom Adhesives Worldwide Collaborates with DENLAKS  
Sika Takes Over Everbuild Building Products Ltd  
Jowat Showcases Innovative Adhesive Systems  
H.B. Fuller Adds Novel Nonwoven Adhesives to its Full-Care™ Portfolio  
Unveiling of Ashland Performance Materials' Arocure™ UV-curable Hotmelt PSAs  
Henkel's "Food Safe Packaging" Initiative Started  
H.B. Fuller Signs Purchase Agreement with Plexbond Quimica  
Bayer MaterialScience Reformulates Adhesives Range  
Dynea Establishes a New Company in Europe  
AEC Polymers Patents New Technology  
Henkel Developed Loctite Ablestik ICP 4000 series of Silicon-based ECAs  
Berry Plastics to Introduce Two New Tapes

Henkel Innovates New Adhesive  
Evonik Expands Product Line by Setting Up a New Plant  
Evonik Showcases New Products  
H.B. Fuller Launches Modern Water-Based Laminating Adhesives  
Launch of H.B. Fuller's Flextra Fast™ Adhesives for Food Packaging Applications  
Henkel Revamps its Brand Structure  
H B Fuller Manufactures Adhesives at Pune  
Ashland Launches Marine Adhesive  
Henkel, DaniMer Pair Up for Bio-based Hotmelt Adhesives Development  
Wisdom Adhesives is Renamed as Wisdom Adhesives Worldwide  
Royal Holdings Takes Over Adhesives Packaging Specialties Inc  
DELO, Ticona Pair Up for Novel Adhesive System Development  
Royal Packaging Specialities Acquired Adhesives Packaging Specialities Inc.  
Berry Plastics Launches Polyken  
Unveiling of VORASIL™ 602 and 604 Silane Modified Polymers by Dow Polyurethanes  
Howdens Develop Long-Lasting Kitchens Using Henkel's Hotmelt Adhesives  
Avery Dennison Unveils a New Pressure-Sensitive Labeling  
Novel High Performance Adhesives and Sealants from Henkel for Automotive Repairs  
Clifton Adhesives Acquired by Royal Adhesives & Sealants  
Cytec Industries' Pressure Sensitive Adhesive Products Acquired by Henkel  
Ashland Performance Materials Launches Aroset™ AGX-L PSA for Medical Tapes  
Royal Adhesives & Sealants to Take over Clifton Adhesives Assets  
Enhanced Loctite Instant Adhesives with Elevated Service Temperature of up to 120°C  
Royal Adhesives & Sealants Plans to Acquire Extreme Adhesives  
H.B. Fuller Acquires Forbo's Global Industrial Adhesives Operations  
Commercial Launch of Evo-Stik's Novel Two-Part Epoxy Resins  
Royal Adhesives & Sealants Takes Over the Assets of Craig Adhesives & Coatings  
Dow Automotive Systems' Novel and Versatile Adhesive Portfolio  
LORD Corporation Launches LORD®  
LORD Corp's New Range of Primers and Adhesives Developed  
New Chemlok® Adhesives Developed by LORD Corp  
Wisdom Adhesives Inaugurates Mumbai Office  
Evonik Plans to Construct HTPB Production Unit in Germany

## **4. GLOBAL MARKET OVERVIEW**

- 4.1 Global Industrial Adhesives Market Overview by Product Type
  - Global Acrylic Industrial Adhesives Market by Sub-Type
  - Global Polyurathane Industrial Adhesives Market by Sub-Type

- 4.1.1 Industrial Adhesives Product Type Market Overview by Global Region
  - 4.1.1.1 Acrylics
  - 4.1.1.2 Water-Based PVAc & VAE
  - 4.1.1.3 Polyurethane
  - 4.1.1.4 EVA & Polyethylene Hot-Melts
  - 4.1.1.5 SBC Hot-Melts
  - 4.1.1.6 Epoxy
  - 4.1.1.7 Polychloroprene
  - 4.1.1.8 Other Industrial Adhesives
- 4.2 Global Industrial Adhesives Market Overview by End-Use Application
  - 4.2.1 Industrial Adhesives Applications Market Overview by Global Region
    - 4.2.1.1 Pressure Sensitive Products
    - 4.2.1.2 Packaging
    - 4.2.1.3 Construction
    - 4.2.1.4 Woodworking
    - 4.2.1.5 Transportation
    - 4.2.1.6 Other Applications

## **PART B: REGIONAL MARKET PERSPECTIVE**

### **REGIONAL MARKET OVERVIEW**

#### **1. NORTH AMERICA**

- 1.1 North American Industrial Adhesives Market Overview by Geographic Region
- 1.2 North American Industrial Adhesives Market Overview by Product Type
  - North American Acrylic Industrial Adhesives Market by Sub-Type
  - North American Polyurethane Industrial Adhesives Market by Sub-Type
  - 1.2.1 Industrial Adhesives Product Type Market Overview by NA Region
    - 1.2.1.1 Acrylics
    - 1.2.1.2 Water-Based PVAc & VAE
    - 1.2.1.3 Polyurethane
    - 1.2.1.4 EVA & Polyethylene Hot-Melts
    - 1.2.1.5 SBC Hot-Melts
    - 1.2.1.6 Epoxy
    - 1.2.1.7 Polychloroprene
    - 1.2.1.8 Other Industrial Adhesives
- 1.3 North American Industrial Adhesives Market Overview by End-Use Application
  - 1.3.1 Industrial Adhesives Applications Market Overview by NA Region

1.3.1.1 Pressure Sensitive Products

1.3.1.2 Packaging

1.3.1.3 Construction

1.3.1.4 Woodworking

1.3.1.5 Transportation

1.3.1.6 Other Applications

#### 1.4 Major Market Players

3M Company (United States)

ADCO Global, Inc. (United States)

Adhesive Applications Inc. (United States)

Adhesive Films Inc. (United States)

Adhesives Research, Inc. (United States)

Ashland Inc. (United States)

Avery Dennison Corporation (United States)

Bemis Company, Inc. (United States)

Berry Plastics Corporation (United States)

Carlisle Companies Incorporated (United States)

Creative Materials Incorporated (United States)

Cytec Industries Inc. (United States)

DAP Products Inc. (United States)

DOW Corning Corporation (United States)

Dymax Corporation (United States)

E. I. Du Pont De Nemours And Company (United States)

Evans Adhesive Corp Ltd (United States)

Franklin International, Inc. (United States)

Gardner-Gibson, Inc. (United States)

HB Fuller Company (United States)

Hernon Manufacturing Inc. (United States)

Huntsman International LLC (United States)

Illinois Tool Works Inc. (United States)

ITW Devcon (United States)

JOWAT Corp. (United States)

Lord Corporation (United States)

Mactac (United States)

Momentive Performance Materials Inc. (United States)

Omnova Solutions Inc. (United States)

PPG Industries Inc. (United States)

Royal Adhesives & Sealants, LLC (United States)

RPM International Inc. (United States)

The Dow Chemical Company (United States)

Uniseal Inc. (United States)

Wisdom Adhesives (United States)

YH America Inc. (United States)

## 1.5 North American Industrial Adhesives Market Overview by Country

### 1.5.1 THE UNITED STATES

#### 1.5.1.1 United States Industrial Adhesives Market Overview by Product Type

United States Acrylic Industrial Adhesives Market by Sub-Type

United States Polyurethane Industrial Adhesives Market by Sub-Type

#### 1.5.1.2 United States Industrial Adhesives Market Overview by End-Use Application

### 1.5.2 CANADA

#### 1.5.2.1 Canadian Industrial Adhesives Market Overview by Product Type

Canadian Acrylic Industrial Adhesives Market by Sub-Type

Canadian Polyurethane Industrial Adhesives Market by Sub-Type

#### 1.5.2.2 Canadian Industrial Adhesives Market Overview by End-Use Application

### 1.5.3 MEXICO

#### 1.5.3.1 Mexican Industrial Adhesives Market Overview by Product Type

Mexican Acrylic Industrial Adhesives Market by Sub-Type

Mexican Polyurethane Industrial Adhesives Market by Sub-Type

#### 1.5.3.2 Mexican Industrial Adhesives Market Overview by End-Use Application

## 2. EUROPE

### 2.1 European Industrial Adhesives Market Overview by Geographic Region

### 2.2 European Industrial Adhesives Market Overview by Product Type

European Acrylic Industrial Adhesives Market by Sub-Type

European Polyurethane Industrial Adhesives Market by Sub-Type

#### 2.2.1 Industrial Adhesives Product Type Market Overview by European Region

2.2.1.1 Acrylics

2.2.1.2 Water-Based PVAc & VAE

2.2.1.3 Polyurethane

2.2.1.4 EVA & Polyethylene Hot-Melts

2.2.1.5 SBC Hot-Melts

2.2.1.6 Epoxy

2.2.1.7 Polychloroprene

2.2.1.8 Other Industrial Adhesives

### 2.3 European Industrial Adhesives Market Overview by End-Use Application

#### 2.3.1 Industrial Adhesives Applications Market Overview by European Region

2.3.1.1 Pressure Sensitive Products

2.3.1.2 Packaging

2.3.1.3 Construction

2.3.1.4 Woodworking

2.3.1.5 Transportation

2.3.1.6 Other Applications

## 2.4 Major Market Players

AKZO Nobel N.V. (The Netherlands)

BASF SE (Germany)

Bayer Materialscience AG (Germany)

Beardow & Adams (Adhesives) Limited (United Kingdom)

BOSTIK (France)

Chemence Limited (United Kingdom)

Collano Adhesives AG (Switzerland)

EMS-Chemie Holding AG (Switzerland)

Forbo Holding Ltd (Switzerland)

Henkel AG & Co KGaA (Germany)

Huntsman Advanced Materials (Switzerland) GmbH (Switzerland)

Klebchemie M. G. Becker GmbH & Co. KG (Germany)

Mapei SpA (Italy)

Scapa Group Plc (United Kingdom)

Sika AG (Switzerland)

Total SA (France)

Wacker Chemie AG (Germany)

## 2.5 European Industrial Adhesives Market Overview by Country

### 2.5.1 GERMANY

#### 2.5.1.1 German Industrial Adhesives Market Overview by Product Type

German Acrylic Industrial Adhesives Market by Sub-Type

German Polyurethane Industrial Adhesives Market by Sub-Type

#### 2.5.1.2 German Industrial Adhesives Market Overview by End-Use Application

### 2.5.2 FRANCE

#### 2.5.2.1 French Industrial Adhesives Market Overview by Product Type

French Acrylic Industrial Adhesives Market by Sub-Type

French Polyurethane Industrial Adhesives Market by Sub-Type

#### 2.5.2.2 French Industrial Adhesives Market Overview by End-Use Application

### 2.5.3 THE UNITED KINGDOM

#### 2.5.3.1 United Kingdom Industrial Adhesives Market Overview by Product Type

United Kingdom Acrylic Industrial Adhesives Market by Sub-Type

United Kingdom Polyurethane Industrial Adhesives Market by Sub-Type

#### 2.5.3.2 United Kingdom Industrial Adhesives Market Overview by End-Use

## Application

### 2.5.4 ITALY

#### 2.5.4.1 Italian Industrial Adhesives Market Overview by Product Type

Italian Acrylic Industrial Adhesives Market by Sub-Type

Italian Polyurethane Industrial Adhesives Market by Sub-Type

#### 2.5.4.2 Italian Industrial Adhesives Market Overview by End-Use Application

### 2.5.5 SPAIN

#### 2.5.5.1 Spanish Industrial Adhesives Market Overview by Product Type

Spanish Acrylic Industrial Adhesives Market by Sub-Type

Spanish Polyurethane Industrial Adhesives Market by Sub-Type

#### 2.5.5.2 Spanish Industrial Adhesives Market Overview by End-Use Application

### 2.5.6 RUSSIA

#### 2.5.6.1 Russian Industrial Adhesives Market Overview by Product Type

Russian Acrylic Industrial Adhesives Market by Sub-Type

Russian Polyurethane Industrial Adhesives Market by Sub-Type

#### 2.5.6.2 Russian Industrial Adhesives Market Overview by End-Use Application

### 2.5.7 REST OF EUROPE

#### 2.5.7.1 Rest of Europe Industrial Adhesives Market Overview by Product Type

Rest of Europe Acrylic Industrial Adhesives Market by Sub-Type

Rest of Europe Polyurethane Industrial Adhesives Market by Sub-Type

#### 2.5.7.2 Rest of Europe Industrial Adhesives Market Overview by End-Use Application

## 3. ASIA-PACIFIC

### 3.1 Asia-Pacific Industrial Adhesives Market Overview by Geographic Region

### 3.2 Asia-Pacific Industrial Adhesives Market Overview by Product Type

Asia-Pacific Acrylic Industrial Adhesives Market by Sub-Type

Asia-Pacific Polyurethane Industrial Adhesives Market by Sub-Type

#### 3.2.1 Industrial Adhesives Product Type Market Overview by Asia-Pacific Region

##### 3.2.1.1 Acrylics

##### 3.2.1.2 Water-Based PVAc & VAE

##### 3.2.1.3 Polyurethane

##### 3.2.1.4 EVA & Polyethylene Hot-Melts

##### 3.2.1.5 SBC Hot-Melts

##### 3.2.1.6 Epoxy

##### 3.2.1.7 Polychloroprene

##### 3.2.1.8 Other Industrial Adhesives

### 3.3 Asia-Pacific Industrial Adhesives Market Overview by End-Use Application

#### 3.3.1 Industrial Adhesives Applications Market Overview by Asia-Pacific Region

#### 3.3.1.1 Pressure Sensitive Products

#### 3.3.1.2 Packaging

#### 3.3.1.3 Construction

#### 3.3.1.4 Woodworking

#### 3.3.1.5 Transportation

#### 3.3.1.6 Other Applications

### 3.4 Major Market Players

AICA Kogyo Co Ltd (Japan)

Beijing Comens New Material Co Ltd (China)

Benson Polymers Limited (India)

Cemedine Co Ltd (Japan)

Chemline India Limited (India)

Chengdu Guibao Science & Technology Co Ltd (China)

Denki Kagaku Kogyo K.K. (Japan)

DIC Corporation (Japan)

Fast Bonds Pvt Ltd (India)

Hindustan Adhesives Limited (India)

Hitachi Chemical Co Ltd (Japan)

Hubei Huitian Adhesive Enterprise Co Ltd (China)

Jesons Industries Limited (India)

Koatsu Gas Kogyo Co Ltd (Japan)

Konishi Co Ltd (Japan)

Mitsubishi Chemical Corporation (Japan)

Moresco Corporation (Japan)

Nichiei Kako Co Ltd (Japan)

Nissin Chemical Industry Co Ltd (Japan)

Nitta Gelatin Inc (Japan)

Okong Corporation (South Korea)

Oshika Corporation (Japan)

Pidilite Industries Limited (India)

Polygel Industries Private Limited (India)

Qingdao Winlong Chemical Industrial Co Ltd (China)

Shanghai Kangda New Materials Co Ltd (China)

Sharp Chemical Industry Co Ltd (Japan)

Showa Denko K.K. (Japan)

Soken Chemical & Engineering Co Ltd (Japan)

Super Bond Adhesives (P) Ltd (India)

TAOKA Chemical Co Ltd (Japan)

The Nippon Synthetic Chemical Industry Co Ltd (Japan)

The Yokohama Rubber Co Ltd (Japan)

Threebond Co Ltd (Japan)

Toagosei Co Ltd (Japan)

Tonsan Adhesive, Inc (China)

Toyo Ink SC Holdings Co Ltd (Japan)

Toyo Polymer Co Ltd (Japan)

Yasuhara Chemical Co Ltd (Japan)

### 3.5 Asia-Pacific Industrial Adhesives Market Overview by Country

#### 3.5.1 CHINA

##### 3.5.1.1 Chinese Industrial Adhesives Market Overview by Product Type

Chinese Acrylic Industrial Adhesives Market by Sub-Type

Chinese Polyurethane Industrial Adhesives Market by Sub-Type

##### 3.5.1.2 Chinese Industrial Adhesives Market Overview by End-Use Application

#### 3.5.2 JAPAN

##### 3.5.2.1 Japanese Industrial Adhesives Market Overview by Product Type

Japanese Acrylic Industrial Adhesives Market by Sub-Type

Japanese Polyurethane Industrial Adhesives Market by Sub-Type

##### 3.5.2.2 Japanese Industrial Adhesives Market Overview by End-Use Application

#### 3.5.3 SOUTH KOREA

##### 3.5.3.1 South Korea Industrial Adhesives Market Overview by Product Type

South Korea Acrylic Industrial Adhesives Market by Sub-Type

South Korea Polyurethane Industrial Adhesives Market by Sub-Type

##### 3.5.3.2 South Korean Industrial Adhesives Market Overview by End-Use Application

#### 3.5.4 INDIA

##### 3.5.4.1 Indian Industrial Adhesives Market Overview by Product Type

Indian Acrylic Industrial Adhesives Market by Sub-Type

Indian Polyurethane Industrial Adhesives Market by Sub-Type

##### 3.5.4.2 Indian Industrial Adhesives Market Overview by End-Use Application

#### 3.5.5 TAIWAN

##### 3.5.5.1 Taiwanese Industrial Adhesives Market Overview by Product Type

Taiwanese Acrylic Industrial Adhesives Market by Sub-Type

Taiwanese Polyurethane Industrial Adhesives Market by Sub-Type

##### 3.5.5.2 Taiwanese Industrial Adhesives Market Overview by End-Use Application

#### 3.5.6 REST OF ASIA-PACIFIC

##### 3.5.6.1 Rest of Asia-Pacific Industrial Adhesives Market Overview by Product Type

Rest of Asia-Pacific Acrylic Industrial Adhesives Market by Sub-Type

Rest of Asia-Pacific Polyurethane Industrial Adhesives Market by Sub-Type

##### 3.5.6.2 Rest of Asia-Pacific Industrial Adhesives Market Overview by End-Use Application

## 4. SOUTH AMERICA

### 4.1 South American Industrial Adhesives Market Overview by Geographic Region

### 4.2 South American Industrial Adhesives Market Overview by Product Type

#### South American Acrylic Industrial Adhesives Market by Sub-Type

#### South American Polyurethane Industrial Adhesives Market by Sub-Type

### 4.2.1 Industrial Adhesives Product Type Market Overview by South American Region

#### 4.2.1.1 Acrylics

#### 4.2.1.2 Water-Based PVAc & VAE

#### 4.2.1.3 Polyurethane

#### 4.2.1.4 EVA & Polyethylene Hot-Melts

#### 4.2.1.5 SBC Hot-Melts

#### 4.2.1.6 Epoxy

#### 4.2.1.7 Polychloroprene

#### 4.2.1.8 Other Industrial Adhesives

### 4.3 South American Industrial Adhesives Market Overview by End-Use Application

### 4.3.1 Industrial Adhesives Applications Market Overview by South American Region

#### 4.3.1.1 Pressure Sensitive Products

#### 4.3.1.2 Packaging

#### 4.3.1.3 Construction

#### 4.3.1.4 Woodworking

#### 4.3.1.5 Transportation

#### 4.3.1.6 Other Applications

### 4.4 South American Industrial Adhesives Market Overview by Country

#### 4.4.1 BRAZIL

### 4.4.1.1 Brazilian Industrial Adhesives Market Overview by Product Type

#### Brazilian Acrylic Industrial Adhesives Market by Sub-Type

#### Brazilian Polyurethane Industrial Adhesives Market by Sub-Type

### 4.4.1.2 Brazilian Industrial Adhesives Market Overview by End-Use Application

#### 4.4.2 ARGENTINA

### 4.4.2.1 Argentine Industrial Adhesives Market Overview by Product Type

#### Argentine Acrylic Industrial Adhesives Market by Sub-Type

#### Argentine Polyurethane Industrial Adhesives Market by Sub-Type

### 4.4.2.2 Argentine Industrial Adhesives Market Overview by End-Use Application

#### 4.4.3 REST OF SOUTH AMERICA

### 4.4.3.1 Rest of South America Industrial Adhesives Market Overview by Product Type

#### Rest of South America Acrylic Industrial Adhesives Market by Sub-Type

Rest of South America Polyurethane Industrial Adhesives Market by Sub-Type

4.4.3.2 Rest of South America Industrial Adhesives Market Overview by End-Use Application

## **5. REST OF WORLD**

5.1 Rest of World Industrial Adhesives Market Overview by Product Type

Rest of World Acrylic Industrial Adhesives Market by Sub-Type

Rest of World Polyurethane Industrial Adhesives Market by Sub-Type

5.2 Rest of World Industrial Adhesives Market Overview by End-Use Application

## **PART C: GUIDE TO THE INDUSTRY**

### **1. NORTH AMERICA**

1.1 Canada

1.2 Mexico

1.3 United States

### **2. EUROPE**

2.1 Austria

2.2 Belgium

2.3 Czech Republic

2.4 Denmark

2.5 Finland

2.6 France

2.7 Germany

2.8 Ireland

2.9 Italy

2.10 Latvia

2.11 Poland

2.12 Portugal

2.13 Russia

2.14 Scotland

2.15 Serbia

2.16 Slovenia

2.17 Spain

2.18 Sweden

- 2.19 Switzerland
- 2.20 The Netherlands
- 2.21 Turkey
- 2.22 United Kingdom

### **3. ASIA-PACIFIC**

- 3.1 Australia
- 3.2 China
- 3.3 Hong Kong
- 3.4 India
- 3.5 Indonesia
- 3.6 Japan
- 3.7 Malaysia
- 3.8 New Zealand
- 3.9 Philippines
- 3.10 Singapore
- 3.11 South Korea
- 3.12 Taiwan
- 3.13 Thailand

### **4. REST OF WORLD**

- 4.1 Argentina
- 4.2 Brazil
- 4.3 Chile
- 4.4 South Africa

## **PART D: ANNEXURE**

### **1. RESEARCH METHODOLOGY**

### **2. FEEDBACK**

### **CHARTS & GRAPHS**

#### **PART A: GLOBAL MARKET PERSPECTIVE**

Chart 1: Trending of Industrial Adhesives (2013 & 2020) by End-use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation

and Other in Million lbs

Chart 2: Trending of Industrial Adhesives (2013 & 2020) by End-use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other in USD Million

Chart 3: Global Industrial Adhesives Market Analysis (2010-2020) in Volume in Million Pounds and Value in USD Million

Chart 4: Global Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 5: Glance at 2010, 2015 and 2020 Global Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 6: Global Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 7: Glance at 2010, 2015 and 2020 Global Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Epoxy, Polychloroprene and Others

Chart 8: Global Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 9: Glance at 2010, 2015 and 2020 Global Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 10: Global Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 11: Glance at 2010, 2015 and 2020 Global Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 12: Global Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 13: Glance at 2010, 2015 and 2020 Global Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 14: Global Polyurethane Industrial Adhesives Market Analysis (2010-2020) by

Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 15: Glance at 2010, 2015 and 2020 Global Polyurethane-Based Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 16: Global Acrylic Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 17: Glance at 2010, 2015 and 2020 Global Acrylic Industrial Adhesives Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 18: Global Acrylic Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 19: Glance at 2010, 2015 and 2020 Global Acrylic Industrial Adhesives Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 20: Global Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 21: Glance at 2010, 2015 and 2020 Global Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 22: Global Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 23: Glance at 2010, 2015 and 2020 Global Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 24: Global Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 25: Glance at 2010, 2015 and 2020 Global Polyurethane Industrial Adhesives Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 26: Global Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of

World in USD Million

Chart 27: Glance at 2010, 2015 and 2020 Global Polyurethane Industrial Adhesives Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 28: Global Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 29: Glance at 2010, 2015 and 2020 Global Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 30: Global Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 31: Glance at 2010, 2015 and 2020 Global Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 32: Global Styrenic Block Copolymer (SBC) Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 33: Glance at 2010, 2015 and 2020 Global Styrenic Block Copolymer (SBC) Hot-Melts Industrial Adhesives Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 34: Global Styrenic Block Copolymer (SBC) Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 35: Glance at 2010, 2015 and 2020 Global Styrenic Block Copolymer (SBC) Hot-Melts Industrial Adhesives Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 36: Global Epoxy Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 37: Glance at 2010, 2015 and 2020 Global Epoxy Industrial Adhesives Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 38: Global Epoxy Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 39: Glance at 2010, 2015 and 2020 Global Epoxy Industrial Adhesives Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South

America and Rest of World

Chart 40: Global Polychroprene Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 41: Glance at 2010, 2015 and 2020 Global Polychroprene Industrial Adhesives Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 42: Global Polychroprene Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 43: Glance at 2010, 2015 and 2020 Global Polychroprene Industrial Adhesives Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 44: Global Other Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 45: Glance at 2010, 2015 and 2020 Global Other Industrial Adhesives Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 46: Global Other Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 47: Glance at 2010, 2015 and 2020 Global Other Industrial Adhesives Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 48: Global Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 49: Glance at 2010, 2015 and 2020 Global Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 50: Global Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 51: Glance at 2010, 2015 and 2020 Global Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 52: Global Industrial Adhesives Market Analysis (2010-2020) for Pressure Sensitive Product Applications by Geographic Region – North America, Europe, Asia-

Pacific, South America and Rest of World in Million Pounds

Chart 53: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Pressure Sensitive Product Applications Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 54: Global Industrial Adhesives Market Analysis (2010-2020) for Pressure Sensitive Product Applications by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 55: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Pressure Sensitive Product Applications Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 56: Global Industrial Adhesives Market Analysis (2010-2020) for Packaging Applications by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 57: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Packaging Applications Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 58: Global Industrial Adhesives Market Analysis (2010-2020) for Packaging Applications by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 59: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Packaging Applications Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 60: Global Industrial Adhesives Market Analysis (2010-2020) for Construction Applications by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 61: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Construction Applications Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 62: Global Industrial Adhesives Market Analysis (2010-2020) for Construction Applications by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 63: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Construction Applications Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 64: Global Industrial Adhesives Market Analysis (2010-2020) for Woodworking Applications by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 65: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Woodworking Applications Volume Market Share by Geographic Region – North America, Europe,

Asia-Pacific, South America and Rest of World

Chart 66: Global Industrial Adhesives Market Analysis (2010-2020) for Woodworking Applications by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 67: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Woodworking Applications Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 68: Global Industrial Adhesives Market Analysis (2010-2020) for Transportation Applications by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 69: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Transportation Applications Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 70: Global Industrial Adhesives Market Analysis (2010-2020) for Transportation Applications by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 71: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Transportation Applications Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 72: Global Industrial Adhesives Market Analysis (2010-2020) for Other Applications by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 73: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Other Applications Volume Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 74: Global Industrial Adhesives Market Analysis (2010-2020) for Other Applications by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 75: Glance at 2010, 2015 and 2020 Global Industrial Adhesives for Other Applications Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

## **PART B: REGIONAL MARKET PERSPECTIVE**

Chart 76: Projection of Prospective Regions in terms of Market Growth (CAGR) between 2010 and 2020 for Industrial Adhesives by Geography – Asia-Pacific, South America, Europe and North America

Chart 77: Global Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in Million Pounds

Chart 78: Glance at 2010, 2015 and 2020 Global Industrial Adhesives Volume Market

Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

Chart 79: Global Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World in USD Million

Chart 80: Glance at 2010, 2015 and 2020 Global Industrial Adhesives Value Market Share by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World

#### NORTH AMERICA

Chart 81: North American Industrial Adhesives Market Analysis (2010-2020) in Volume in Million Pounds and Value in USD Million

Chart 82: North American Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 83: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Volume Market Share by Geographic Region – United States, Canada and Mexico

Chart 84: North American Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in USD Million

Chart 85: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Value Market Share by Geographic Region – United States, Canada and Mexico

Chart 86: North American Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 87: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 88: North American Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 89: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 90: North American Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in

Million Pounds

Chart 91: Glance at 2010, 2015 and 2020 North American Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 92: North American Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 93: Glance at 2010, 2015 and 2020 North American Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 94: North American Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 95: Glance at 2010, 2015 and 2020 North American Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 96: North American Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 97: Glance at 2010, 2015 and 2020 North American Polyurethane-Based Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 98: North American Acrylic Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 99: Glance at 2010, 2015 and 2020 North American Acrylic Industrial Adhesives Volume Market Share by Geographic Region – United States, Canada and Mexico

Chart 100: North American Acrylic Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in USD Million

Chart 101: Glance at 2010, 2015 and 2020 North American Acrylic Industrial Adhesives Value Market Share by Geographic Region – United States, Canada and Mexico

Chart 102: North American Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 103: Glance at 2010, 2015 and 2020 North American Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Volume Market Share by Geographic Region – United States, Canada and Mexico

Chart 104: North American Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-

Ethylene (VAE) Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in USD Million

Chart 105: Glance at 2010, 2015 and 2020 North American Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Value Market Share by Geographic Region – United States, Canada and Mexico

Chart 106: North American Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 107: Glance at 2010, 2015 and 2020 North American Polyurethane Industrial Adhesives Volume Market Share by Geographic Region – United States, Canada and Mexico

Chart 108: North American Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in USD Million

Chart 109: Glance at 2010, 2015 and 2020 North American Polyurethane Industrial Adhesives Value Market Share by Geographic Region – United States, Canada and Mexico

Chart 110: North American Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 111: Glance at 2010, 2015 and 2020 North American Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Volume Market Share by Geographic Region – United States, Canada and Mexico

Chart 112: North American Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in USD Million

Chart 113: Glance at 2010, 2015 and 2020 North American Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Value Market Share by Geographic Region – United States, Canada and Mexico

Chart 114: North American Styrenic Block Copolymer (SBC) Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 115: Glance at 2010, 2015 and 2020 North American Styrenic Block Copolymer (SBC) Hot-Melts Industrial Adhesives Volume Market Share by Geographic Region – United States, Canada and Mexico

Chart 116: North American Styrenic Block Copolymer (SBC) Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in USD Million

Chart 117: Glance at 2010, 2015 and 2020 North American Styrenic Block Copolymer (SBC) Hot-Melts Industrial Adhesives Value Market Share by Geographic Region –

United States, Canada and Mexico

Chart 118: North American Epoxy Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 119: Glance at 2010, 2015 and 2020 North American Epoxy Industrial Adhesives Volume Market Share by Geographic Region – United States, Canada and Mexico

Chart 120: North American Epoxy Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in USD Million

Chart 121: Glance at 2010, 2015 and 2020 North American Epoxy Industrial Adhesives Value Market Share by Geographic Region – United States, Canada and Mexico

Chart 122: North American Polychroprene Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 123: Glance at 2010, 2015 and 2020 North American Polychroprene Industrial Adhesives Volume Market Share by Geographic Region – United States, Canada and Mexico

Chart 124: North American Polychroprene Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in USD Million

Chart 125: Glance at 2010, 2015 and 2020 North American Polychroprene Industrial Adhesives Value Market Share by Geographic Region – United States, Canada and Mexico

Chart 126: North American Other Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 127: Glance at 2010, 2015 and 2020 North American Other Industrial Adhesives Volume Market Share by Geographic Region – United States, Canada and Mexico

Chart 128: North American Other Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – United States, Canada and Mexico in USD Million

Chart 129: Glance at 2010, 2015 and 2020 North American Other Industrial Adhesives Value Market Share by Geographic Region – United States, Canada and Mexico

Chart 130: North American Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 131: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 132: North American Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 133: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging,

Construction, Woodworking, Transportation and Other Applications

Chart 134: North American Industrial Adhesives Market Analysis (2010-2020) for Pressure Sensitive Product Applications by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 135: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Volume Market Share for Pressure Sensitive Product Applications by Geographic Region – United States, Canada and Mexico

Chart 136: North American Industrial Adhesives Market Analysis (2010-2020) for Pressure Sensitive Product Applications by Geographic Region – United States, Canada and Mexico in USD Million

Chart 137: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Value Market Share for Pressure Sensitive Product Applications by Geographic Region – United States, Canada and Mexico

Chart 138: North American Industrial Adhesives Market Analysis (2010-2020) for Packaging Applications by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 139: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Volume Market Share for Packaging Applications by Geographic Region – United States, Canada and Mexico

Chart 140: North American Industrial Adhesives Market Analysis (2010-2020) for Packaging Applications by Geographic Region – United States, Canada and Mexico in USD Million

Chart 141: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Value Market Share for Packaging Applications by Geographic Region – United States, Canada and Mexico

Chart 142: North American Industrial Adhesives Market Analysis (2010-2020) for Construction Applications by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 143: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Volume Market Share for Construction Applications by Geographic Region – United States, Canada and Mexico

Chart 144: North American Industrial Adhesives Market Analysis (2010-2020) for Construction Applications by Geographic Region – United States, Canada and Mexico in USD Million

Chart 145: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Value Market Share for Construction Applications by Geographic Region – United States, Canada and Mexico

Chart 146: North American Industrial Adhesives Market Analysis (2010-2020) for Woodworking Applications by Geographic Region – United States, Canada and Mexico

in Million Pounds

Chart 147: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Volume Market Share for Woodworking Applications by Geographic Region – United States, Canada and Mexico

Chart 148: North American Industrial Adhesives Market Analysis (2010-2020) for Woodworking Applications by Geographic Region – United States, Canada and Mexico in USD Million

Chart 149: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Value Market Share for Woodworking Applications by Geographic Region – United States, Canada and Mexico

Chart 150: North American Industrial Adhesives Market Analysis (2010-2020) for Transportation Applications by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 151: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Volume Market Share for Transportation Applications by Geographic Region – United States, Canada and Mexico

Chart 152: North American Industrial Adhesives Market Analysis (2010-2020) for Transportation Applications by Geographic Region – United States, Canada and Mexico in USD Million

Chart 153: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Value Market Share for Transportation Applications by Geographic Region – United States, Canada and Mexico

Chart 154: North American Industrial Adhesives Market Analysis (2010-2020) for Other Applications by Geographic Region – United States, Canada and Mexico in Million Pounds

Chart 155: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Volume Market Share for Other Applications by Geographic Region – United States, Canada and Mexico

Chart 156: North American Industrial Adhesives Market Analysis (2010-2020) for Other Applications by Geographic Region – United States, Canada and Mexico in USD Million

Chart 157: Glance at 2010, 2015 and 2020 North American Industrial Adhesives Value Market Share for Other Applications by Geographic Region – United States, Canada and Mexico

The United States

Chart 158: United States Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 159: Glance at 2010, 2015 and 2020 United States Industrial Adhesives Volume

Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 160: United States Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 161: Glance at 2010, 2015 and 2020 United States Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 162: United States Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based, Solvent-Based and Other in Million Pounds

Chart 163: Glance at 2010, 2015 and 2020 United States Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based, Solvent-Based and Other

Chart 164: United States Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based, Solvent-Based and Other in USD Million

Chart 165: Glance at 2010, 2015 and 2020 United States Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based, Solvent-Based and Other

Chart 166: United States Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 167: Glance at 2010, 2015 and 2020 United States Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 168: United States Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 169: Glance at 2010, 2015 and 2020 United States Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 170: United States Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 171: Glance at 2010, 2015 and 2020 United States Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging,

Construction, Woodworking, Transportation and Other Applications

Chart 172: United States Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 173: Glance at 2010, 2015 and 2020 United States Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Canada

Chart 174: Canadian Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 175: Glance at 2010, 2015 and 2020 Canadian Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 176: Canadian Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 177: Glance at 2010, 2015 and 2020 Canadian Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 178: Canadian Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based, Solvent-Based and Other in Million Pounds

Chart 179: Glance at 2010, 2015 and 2020 Canadian Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based, Solvent-Based and Other

Chart 180: Canadian Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based, Solvent-Based and Other in USD Million

Chart 181: Glance at 2010, 2015 and 2020 Canadian Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based, Solvent-Based and Other

Chart 182: Canadian Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 183: Glance at 2010, 2015 and 2020 Canadian Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 184: Canadian Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 185: Glance at 2010, 2015 and 2020 Canadian Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 186: Canadian Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 187: Glance at 2010, 2015 and 2020 Canadian Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 188: Canadian Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 189: Glance at 2010, 2015 and 2020 Canadian Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

## Mexico

Chart 190: Mexican Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 191: Glance at 2010, 2015 and 2020 Mexican Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 192: Mexican Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 193: Glance at 2010, 2015 and 2020 Mexican Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 194: Mexican Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based, Solvent-Based and Other in Million Pounds

Chart 195: Glance at 2010, 2015 and 2020 Mexican Acrylic Industrial Adhesives

Volume Market Share by Sub-Type – Emulsion-Based, Solvent-Based and Other

Chart 196: Mexican Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based, Solvent-Based and Other in USD Million

Chart 197: Glance at 2010, 2015 and 2020 Mexican Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based, Solvent-Based and Other

Chart 198: Mexican Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 199: Glance at 2010, 2015 and 2020 Mexican Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 200: Mexican Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 201: Glance at 2010, 2015 and 2020 Mexican Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 202: Mexican Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 203: Glance at 2010, 2015 and 2020 Mexican Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 204: Mexican Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 205: Glance at 2010, 2015 and 2020 Mexican Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

## EUROPE

Chart 206: European Industrial Adhesives Market Analysis (2010-2020) in Volume in Million Pounds and Value in USD Million

Chart 207: European Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 208: Glance at 2010, 2015 and 2020 European Industrial Adhesives Volume Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 209: European Industrial Adhesives Market Analysis (2010-2020) by Geographic

Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 210: Glance at 2010, 2015 and 2020 European Industrial Adhesives Value Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 211: European Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 212: Glance at 2010, 2015 and 2020 European Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 213: European Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 214: Glance at 2010, 2015 and 2020 European Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 215: European Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 216: Glance at 2010, 2015 and 2020 European Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 217: European Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 218: Glance at 2010, 2015 and 2020 European Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 219: European Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 220: Glance at 2010, 2015 and 2020 European Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive

Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 221: European Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 222: Glance at 2010, 2015 and 2020 European Polyurethane-Based Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 223: European Acrylic Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 224: Glance at 2010, 2015 and 2020 European Acrylic Industrial Adhesives Volume Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 225: European Acrylic Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 226: Glance at 2010, 2015 and 2020 European Acrylic Industrial Adhesives Value Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 227: European Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 228: Glance at 2010, 2015 and 2020 European Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Volume Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 229: European Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 230: Glance at 2010, 2015 and 2020 European Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Value Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 231: European Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 232: Glance at 2010, 2015 and 2020 European Polyurethane Industrial Adhesives

Volume Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 233: European Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 234: Glance at 2010, 2015 and 2020 European Polyurethane Industrial Adhesives Value Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 235: European Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 236: Glance at 2010, 2015 and 2020 European Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Volume Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 237: European Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 238: Glance at 2010, 2015 and 2020 European Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Value Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 239: European Styrenic Block Copolymer (SBC) Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 240: Glance at 2010, 2015 and 2020 European Styrenic Block Copolymer (SBC) Hot-Melts Industrial Adhesives Volume Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 241: European Styrenic Block Copolymer (SBC) Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 242: Glance at 2010, 2015 and 2020 European Styrenic Block Copolymer (SBC) Hot-Melts Industrial Adhesives Value Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 243: European Epoxy Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 244: Glance at 2010, 2015 and 2020 European Epoxy Industrial Adhesives Volume Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 245: European Epoxy Industrial Adhesives Market Analysis (2010-2020) by

Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 246: Glance at 2010, 2015 and 2020 European Epoxy Industrial Adhesives Value Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 247: European Polychloroprene Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 248: Glance at 2010, 2015 and 2020 European Polychloroprene Industrial Adhesives Volume Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 249: European Polychloroprene Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 250: Glance at 2010, 2015 and 2020 European Polychloroprene Industrial Adhesives Value Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 251: European Other Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 252: Glance at 2010, 2015 and 2020 European Other Industrial Adhesives Volume Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 253: European Other Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 254: Glance at 2010, 2015 and 2020 European Other Industrial Adhesives Value Market Share by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 255: European Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 256: Glance at 2010, 2015 and 2020 European Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 257: European Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 258: Glance at 2010, 2015 and 2020 European Industrial Adhesives Value Market

Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 259: European Industrial Adhesives Market Analysis (2010-2020) for Pressure Sensitive Product Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 260: Glance at 2010, 2015 and 2020 European Industrial Adhesives Volume Market Share for Pressure Sensitive Product Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 261: European Industrial Adhesives Market Analysis (2010-2020) for Pressure Sensitive Product Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 262: Glance at 2010, 2015 and 2020 European Industrial Adhesives Value Market Share for Pressure Sensitive Product Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 263: European Industrial Adhesives Market Analysis (2010-2020) for Packaging Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 264: Glance at 2010, 2015 and 2020 European Industrial Adhesives Volume Market Share for Packaging Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 265: European Industrial Adhesives Market Analysis (2010-2020) for Packaging Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 266: Glance at 2010, 2015 and 2020 European Industrial Adhesives Value Market Share for Packaging Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 267: European Industrial Adhesives Market Analysis (2010-2020) for Construction Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 268: Glance at 2010, 2015 and 2020 European Industrial Adhesives Volume Market Share for Construction Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 269: European Industrial Adhesives Market Analysis (2010-2020) for Construction Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 270: Glance at 2010, 2015 and 2020 European Industrial Adhesives Value Market Share for Construction Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 271: European Industrial Adhesives Market Analysis (2010-2020) for

Woodworking Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 272: Glance at 2010, 2015 and 2020 European Industrial Adhesives Volume

Market Share for Woodworking Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 273: European Industrial Adhesives Market Analysis (2010-2020) for

Woodworking Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 274: Glance at 2010, 2015 and 2020 European Industrial Adhesives Value Market Share for Woodworking Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 275: European Industrial Adhesives Market Analysis (2010-2020) for

Transportation Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 276: Glance at 2010, 2015 and 2020 European Industrial Adhesives Volume

Market Share for Transportation Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 277: European Industrial Adhesives Market Analysis (2010-2020) for

Transportation Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 278: Glance at 2010, 2015 and 2020 European Industrial Adhesives Value Market Share for Transportation Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 279: European Industrial Adhesives Market Analysis (2010-2020) for Other

Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in Million Pounds

Chart 280: Glance at 2010, 2015 and 2020 European Industrial Adhesives Volume

Market Share for Other Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Chart 281: European Industrial Adhesives Market Analysis (2010-2020) for Other

Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe in USD Million

Chart 282: Glance at 2010, 2015 and 2020 European Industrial Adhesives Value Market Share for Other Applications by Geographic Region – Germany, France, United Kingdom, Italy, Spain, Russia and Rest of Europe

Germany

Chart 283: German Industrial Adhesives Market Analysis (2010-2020) by Type –

Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block

Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds  
Chart 284: Glance at 2010, 2015 and 2020 German Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 285: German Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 286: Glance at 2010, 2015 and 2020 German Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 287: German Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 288: Glance at 2010, 2015 and 2020 German Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 289: German Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 290: Glance at 2010, 2015 and 2020 German Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 291: German Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 292: Glance at 2010, 2015 and 2020 German Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 293: German Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 294: Glance at 2010, 2015 and 2020 German Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 295: German Industrial Adhesives Market Analysis (2010-2020) by End-Use

Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 296: Glance at 2010, 2015 and 2020 German Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 297: German Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 298: Glance at 2010, 2015 and 2020 German Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

France

Chart 299: French Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 300: Glance at 2010, 2015 and 2020 French Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 301: French Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 302: Glance at 2010, 2015 and 2020 French Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 303: French Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 304: Glance at 2010, 2015 and 2020 French Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 305: French Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 306: Glance at 2010, 2015 and 2020 French Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and

## Other Acrylics

Chart 307: French Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 308: Glance at 2010, 2015 and 2020 French Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 309: French Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 310: Glance at 2010, 2015 and 2020 French Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 311: French Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 312: Glance at 2010, 2015 and 2020 French Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 313: French Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 314: Glance at 2010, 2015 and 2020 French Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

## The United Kingdom

Chart 315: United Kingdom Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 316: Glance at 2010, 2015 and 2020 United Kingdom Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 317: United Kingdom Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 318: Glance at 2010, 2015 and 2020 United Kingdom Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 319: United Kingdom Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 320: Glance at 2010, 2015 and 2020 United Kingdom Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 321: United Kingdom Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 322: Glance at 2010, 2015 and 2020 United Kingdom Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 323: United Kingdom Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 324: Glance at 2010, 2015 and 2020 United Kingdom Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 325: United Kingdom Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 326: Glance at 2010, 2015 and 2020 United Kingdom Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 327: United Kingdom Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 328: Glance at 2010, 2015 and 2020 United Kingdom Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 329: United Kingdom Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 330: Glance at 2010, 2015 and 2020 United Kingdom Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Italy

Chart 331: Italian Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 332: Glance at 2010, 2015 and 2020 Italian Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 333: Italian Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 334: Glance at 2010, 2015 and 2020 Italian Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 335: Italian Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 336: Glance at 2010, 2015 and 2020 Italian Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 337: Italian Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 338: Glance at 2010, 2015 and 2020 Italian Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 339: Italian Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 340: Glance at 2010, 2015 and 2020 Italian Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 341: Italian Polyurethane Industrial Adhesives Market Analysis (2010-2020) by

Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 342: Glance at 2010, 2015 and 2020 Italian Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 343: Italian Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 344: Glance at 2010, 2015 and 2020 Italian Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 345: Italian Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 346: Glance at 2010, 2015 and 2020 Italian Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Spain

Chart 347: Spanish Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 348: Glance at 2010, 2015 and 2020 Spanish Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 349: Spanish Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 350: Glance at 2010, 2015 and 2020 Spanish Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 351: Spanish Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 352: Glance at 2010, 2015 and 2020 Spanish Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 353: Spanish Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 354: Glance at 2010, 2015 and 2020 Spanish Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 355: Spanish Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 356: Glance at 2010, 2015 and 2020 Spanish Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 357: Spanish Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 358: Glance at 2010, 2015 and 2020 Spanish Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 359: Spanish Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 360: Glance at 2010, 2015 and 2020 Spanish Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 361: Spanish Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 362: Glance at 2010, 2015 and 2020 Spanish Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Russia

Chart 363: Russian Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 364: Glance at 2010, 2015 and 2020 Russian Industrial Adhesives Volume

Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 365: Russian Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 366: Glance at 2010, 2015 and 2020 Russian Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 367: Russian Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 368: Glance at 2010, 2015 and 2020 Russian Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 369: Russian Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 370: Glance at 2010, 2015 and 2020 Russian Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 371: Russian Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 372: Glance at 2010, 2015 and 2020 Russian Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 373: Russian Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 374: Glance at 2010, 2015 and 2020 Russian Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 375: Russian Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 376: Glance at 2010, 2015 and 2020 Russian Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 377: Russian Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 378: Glance at 2010, 2015 and 2020 Russian Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Rest of Europe

Chart 379: Rest of Europe Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 380: Glance at 2010, 2015 and 2020 Russian Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 381: Rest of Europe Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 382: Glance at 2010, 2015 and 2020 Russian Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 383: Rest of Europe Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 384: Glance at 2010, 2015 and 2020 Rest of Europe Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 385: Rest of Europe Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 386: Glance at 2010, 2015 and 2020 Rest of Europe Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 387: Rest of Europe Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 388: Glance at 2010, 2015 and 2020 Rest of Europe Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 389: Rest of Europe Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 390: Glance at 2010, 2015 and 2020 Rest of Europe Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 391: Rest of Europe Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 392: Glance at 2010, 2015 and 2020 Rest of Europe Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 393: Rest of Europe Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 394: Glance at 2010, 2015 and 2020 Rest of Europe Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

## ASIA-PACIFIC

Chart 395: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) in Volume in Million Pounds and Value in USD Million

Chart 396: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 397: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Volume Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 398: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 399: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Value Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and

## Rest of Asia-Pacific

Chart 400: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 401: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 402: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 403: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 404: Asia-Pacific Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 405: Glance at 2010, 2015 and 2020 Asia-Pacific Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 406: Asia-Pacific Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 407: Glance at 2010, 2015 and 2020 Asia-Pacific Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 408: Asia-Pacific Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 409: Glance at 2010, 2015 and 2020 Asia-Pacific Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 410: Asia-Pacific Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt

Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 411: Glance at 2010, 2015 and 2020 Asia-Pacific Polyurethane-Based Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 412: Asia-Pacific Acrylic Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 413: Glance at 2010, 2015 and 2020 Asia-Pacific Acrylic Industrial Adhesives Volume Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 414: Asia-Pacific Acrylic Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 415: Glance at 2010, 2015 and 2020 Asia-Pacific Acrylic Industrial Adhesives Value Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 416: Asia-Pacific Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 417: Glance at 2010, 2015 and 2020 Asia-Pacific Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Volume Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 418: Asia-Pacific Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 419: Glance at 2010, 2015 and 2020 Asia-Pacific Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Value Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 420: Asia-Pacific Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 421: Glance at 2010, 2015 and 2020 Asia-Pacific Polyurethane Industrial Adhesives Volume Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 422: Asia-Pacific Polyurethane Industrial Adhesives Market Analysis (2010-2020)

by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 423: Glance at 2010, 2015 and 2020 Asia-Pacific Polyurethane Industrial Adhesives Value Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 424: Asia-Pacific Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 425: Glance at 2010, 2015 and 2020 Asia-Pacific Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Volume Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 426: Asia-Pacific Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 427: Glance at 2010, 2015 and 2020 Asia-Pacific Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Value Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 428: Asia-Pacific Styrenic Block Copolymer (SBC) Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 429: Glance at 2010, 2015 and 2020 Asia-Pacific Styrenic Block Copolymer (SBC) Hot-Melts Industrial Adhesives Volume Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 430: Asia-Pacific Styrenic Block Copolymer (SBC) Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 431: Glance at 2010, 2015 and 2020 Asia-Pacific Styrenic Block Copolymer (SBC) Hot-Melts Industrial Adhesives Value Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 432: Asia-Pacific Epoxy Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 433: Glance at 2010, 2015 and 2020 Asia-Pacific Epoxy Industrial Adhesives Volume Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 434: Asia-Pacific Epoxy Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 435: Glance at 2010, 2015 and 2020 Asia-Pacific Epoxy Industrial Adhesives

Value Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 436: Asia-Pacific Polychloroprene Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 437: Glance at 2010, 2015 and 2020 Asia-Pacific Polychloroprene Industrial Adhesives Volume Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 438: Asia-Pacific Polychloroprene Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 439: Glance at 2010, 2015 and 2020 Asia-Pacific Polychloroprene Industrial Adhesives Value Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 440: Asia-Pacific Other Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 441: Glance at 2010, 2015 and 2020 Asia-Pacific Other Industrial Adhesives Volume Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 442: Asia-Pacific Other Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 443: Glance at 2010, 2015 and 2020 Asia-Pacific Other Industrial Adhesives Value Market Share by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 444: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 445: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 446: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 447: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 448: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Pressure

Sensitive Product Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 449: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Volume Market Share for Pressure Sensitive Product Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 450: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Pressure Sensitive Product Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 451: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Value Market Share for Pressure Sensitive Product Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 452: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Packaging Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 453: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Volume Market Share for Packaging Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 454: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Packaging Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 455: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Value Market Share for Packaging Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 456: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Construction Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 457: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Volume Market Share for Construction Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 458: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Construction Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 459: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Value Market Share for Construction Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 460: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Woodworking Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 461: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Volume

Market Share for Woodworking Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 462: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Woodworking Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 463: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Value Market Share for Woodworking Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 464: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Transportation Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 465: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Volume Market Share for Transportation Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 466: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Transportation Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 467: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Value Market Share for Transportation Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 468: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Other Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in Million Pounds

Chart 469: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Volume Market Share for Other Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

Chart 470: Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) for Other Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific in USD Million

Chart 471: Glance at 2010, 2015 and 2020 Asia-Pacific Industrial Adhesives Value Market Share for Other Applications by Geographic Region – China, Japan, South Korea, India, Taiwan and Rest of Asia-Pacific

China

Chart 472: Chinese Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 473: Glance at 2010, 2015 and 2020 Chinese Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl

Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 474: Chinese Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 475: Glance at 2010, 2015 and 2020 Chinese Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 476: Chinese Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 477: Glance at 2010, 2015 and 2020 Chinese Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 478: Chinese Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 479: Glance at 2010, 2015 and 2020 Chinese Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 480: Chinese Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 481: Glance at 2010, 2015 and 2020 Chinese Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 482: Chinese Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 483: Glance at 2010, 2015 and 2020 Chinese Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 484: Chinese Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 485: Glance at 2010, 2015 and 2020 Chinese Industrial Adhesives Volume

Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 486: Chinese Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 487: Glance at 2010, 2015 and 2020 Chinese Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Japan

Chart 488: Japanese Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 489: Glance at 2010, 2015 and 2020 Japanese Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 490: Japanese Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 491: Glance at 2010, 2015 and 2020 Japanese Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 492: Japanese Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 493: Glance at 2010, 2015 and 2020 Japanese Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 494: Japanese Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 495: Glance at 2010, 2015 and 2020 Japanese Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 496: Japanese Polyurethane Industrial Adhesives Market Analysis (2010-2020)

by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 497: Glance at 2010, 2015 and 2020 Japanese Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 498: Japanese Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 499: Glance at 2010, 2015 and 2020 Japanese Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 500: Japanese Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 501: Glance at 2010, 2015 and 2020 Japanese Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 502: Japanese Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 503: Glance at 2010, 2015 and 2020 Japanese Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

South Korea

Chart 504: South Korean Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 505: Glance at 2010, 2015 and 2020 South Korean Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 506: South Korean Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 507: Glance at 2010, 2015 and 2020 South Korean Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl

Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 508: South Korean Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 509: Glance at 2010, 2015 and 2020 South Korean Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 510: South Korean Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 511: Glance at 2010, 2015 and 2020 South Korean Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 512: South Korean Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 513: Glance at 2010, 2015 and 2020 South Korean Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 514: South Korean Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 515: Glance at 2010, 2015 and 2020 South Korean Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 516: South Korean Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 517: Glance at 2010, 2015 and 2020 South Korean Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 518: South Korean Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 519: Glance at 2010, 2015 and 2020 South Korean Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging,

Construction, Woodworking, Transportation and Other Applications

India

Chart 520: Indian Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 521: Glance at 2010, 2015 and 2020 Indian Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 522: Indian Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 523: Glance at 2010, 2015 and 2020 Indian Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 524: Indian Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 525: Glance at 2010, 2015 and 2020 Indian Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 526: Indian Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 527: Glance at 2010, 2015 and 2020 Indian Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 528: Indian Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 529: Glance at 2010, 2015 and 2020 Indian Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 530: Indian Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 531: Glance at 2010, 2015 and 2020 Indian Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 532: Indian Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 533: Glance at 2010, 2015 and 2020 Indian Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 534: Indian Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 535: Glance at 2010, 2015 and 2020 Indian Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Taiwan

Chart 536: Taiwanese Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 537: Glance at 2010, 2015 and 2020 Taiwanese Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 538: Taiwanese Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 539: Glance at 2010, 2015 and 2020 Taiwanese Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 540: Taiwanese Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 541: Glance at 2010, 2015 and 2020 Taiwanese Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics

and Other Acrylics

Chart 542: Taiwanese Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 543: Glance at 2010, 2015 and 2020 Taiwanese Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 544: Taiwanese Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 545: Glance at 2010, 2015 and 2020 Taiwanese Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 546: Taiwanese Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 547: Glance at 2010, 2015 and 2020 Taiwanese Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 548: Taiwanese Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 549: Glance at 2010, 2015 and 2020 Taiwanese Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 550: Taiwanese Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 551: Glance at 2010, 2015 and 2020 Taiwanese Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Rest of Asia-Pacific

Chart 552: Rest of Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 553: Glance at 2010, 2015 and 2020 Rest of Asia-Pacific Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) &

Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 554: Rest of Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 555: Glance at 2010, 2015 and 2020 Rest of Asia-Pacific Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 556: Rest of Asia-Pacific Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 557: Glance at 2010, 2015 and 2020 Rest of Asia-Pacific Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 558: Rest of Asia-Pacific Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 559: Glance at 2010, 2015 and 2020 Rest of Asia-Pacific Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 560: Rest of Asia-Pacific Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 561: Glance at 2010, 2015 and 2020 Rest of Asia-Pacific Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 562: Rest of Asia-Pacific Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 563: Glance at 2010, 2015 and 2020 Rest of Asia-Pacific Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 564: Rest of Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 565: Glance at 2010, 2015 and 2020 Rest of Asia-Pacific Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 566: Rest of Asia-Pacific Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 567: Glance at 2010, 2015 and 2020 Rest of Asia-Pacific Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

## **SOUTH AMERICA**

Chart 568: South American Industrial Adhesives Market Analysis (2010-2020) in Volume (Million Pounds) and Value (USD Million)

Chart 569: South American Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 570: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Volume Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 571: South American Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 572: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Value Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 573: South American Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 574: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 575: South American Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 576: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 577: South American Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 578: Glance at 2010, 2015 and 2020 South American Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 579: South American Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 580: Glance at 2010, 2015 and 2020 South American Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 581: South American Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 582: Glance at 2010, 2015 and 2020 South American Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 583: South American Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 584: Glance at 2010, 2015 and 2020 South American Polyurethane-Based Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 585: South American Acrylic Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 586: Glance at 2010, 2015 and 2020 South American Acrylic Industrial Adhesives Volume Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 587: South American Acrylic Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 588: Glance at 2010, 2015 and 2020 South American Acrylic Industrial Adhesives Value Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 589: South American Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 590: Glance at 2010, 2015 and 2020 South American Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Volume Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 591: South American Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 592: Glance at 2010, 2015 and 2020 South American Water-Based Polyvinyl Acetate (PVAc) and Vinyl Acetate-Ethylene (VAE) Industrial Adhesives Value Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 593: South American Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 594: Glance at 2010, 2015 and 2020 South American Polyurethane Industrial Adhesives Volume Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 595: South American Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 596: Glance at 2010, 2015 and 2020 South American Polyurethane Industrial Adhesives Value Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 597: South American Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 598: Glance at 2010, 2015 and 2020 South American Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Volume Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 599: South American Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 600: Glance at 2010, 2015 and 2020 South American Ethylene-Vinyl Acetate (EVA) and Polyethylene Hot-Melt Industrial Adhesives Value Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 601: South American Styrenic Block Copolymer (SBC) Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 602: Glance at 2010, 2015 and 2020 South American Styrenic Block Copolymer (SBC) Hot-Melts Industrial Adhesives Volume Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 603: South American Styrenic Block Copolymer (SBC) Hot-Melt Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 604: Glance at 2010, 2015 and 2020 South American Styrenic Block Copolymer (SBC) Hot-Melts Industrial Adhesives Value Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 605: South American Epoxy Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 606: Glance at 2010, 2015 and 2020 South American Epoxy Industrial Adhesives Volume Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 607: South American Epoxy Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 608: Glance at 2010, 2015 and 2020 South American Epoxy Industrial Adhesives Value Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 609: South American Polychloroprene Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 610: Glance at 2010, 2015 and 2020 South American Polychloroprene Industrial Adhesives Volume Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 611: South American Polychloroprene Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 612: Glance at 2010, 2015 and 2020 South American Polychloroprene Industrial Adhesives Value Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 613: South American Other Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 614: Glance at 2010, 2015 and 2020 South American Other Industrial Adhesives Volume Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 615: South American Other Industrial Adhesives Market Analysis (2010-2020) by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 616: Glance at 2010, 2015 and 2020 South American Other Industrial Adhesives Value Market Share by Geographic Region – Brazil, Argentina and Rest of South America

Chart 617: South American Industrial Adhesives Market Analysis (2010-2020) by End-

Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 618: Glance at 2010, 2015 and 2020 South American Industrial Adhesives

Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 619: South American Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 620: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 621: South American Industrial Adhesives Market Analysis (2010-2020) for Pressure Sensitive Product Applications by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 622: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Volume Market Share for Pressure Sensitive Product Applications by Geographic Region – Brazil, Argentina and Rest of South America

Chart 623: South American Industrial Adhesives Market Analysis (2010-2020) for Pressure Sensitive Product Applications by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 624: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Value Market Share for Pressure Sensitive Product Applications by Geographic Region – Brazil, Argentina and Rest of South America

Chart 625: South American Industrial Adhesives Market Analysis (2010-2020) for Packaging Applications by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 626: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Volume Market Share for Packaging Applications by Geographic Region – Brazil, Argentina and Rest of South America

Chart 627: South American Industrial Adhesives Market Analysis (2010-2020) for Packaging Applications by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 628: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Value Market Share for Packaging Applications by Geographic Region – Brazil, Argentina and Rest of South America

Chart 629: South American Industrial Adhesives Market Analysis (2010-2020) for Construction Applications by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 630: Glance at 2010, 2015 and 2020 South American Industrial Adhesives

Volume Market Share for Construction Applications by Geographic Region – Brazil, Argentina and Rest of South America

Chart 631: South American Industrial Adhesives Market Analysis (2010-2020) for Construction Applications by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 632: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Value Market Share for Construction Applications by Geographic Region – Brazil, Argentina and Rest of South America

Chart 633: South American Industrial Adhesives Market Analysis (2010-2020) for Woodworking Applications by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 634: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Volume Market Share for Woodworking Applications by Geographic Region – Brazil, Argentina and Rest of South America

Chart 635: South American Industrial Adhesives Market Analysis (2010-2020) for Woodworking Applications by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 636: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Value Market Share for Woodworking Applications by Geographic Region – Brazil, Argentina and Rest of South America

Chart 637: South American Industrial Adhesives Market Analysis (2010-2020) for Transportation Applications by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 638: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Volume Market Share for Transportation Applications by Geographic Region – Brazil, Argentina and Rest of South America

Chart 639: South American Industrial Adhesives Market Analysis (2010-2020) for Transportation Applications by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 640: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Value Market Share for Transportation Applications by Geographic Region – Brazil, Argentina and Rest of South America

Chart 641: South American Industrial Adhesives Market Analysis (2010-2020) for Other Applications by Geographic Region – Brazil, Argentina and Rest of South America in Million Pounds

Chart 642: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Volume Market Share for Other Applications by Geographic Region – Brazil, Argentina and Rest of South America

Chart 643: South American Industrial Adhesives Market Analysis (2010-2020) for Other

Applications by Geographic Region – Brazil, Argentina and Rest of South America in USD Million

Chart 644: Glance at 2010, 2015 and 2020 South American Industrial Adhesives Value Market Share for Other Applications by Geographic Region – Brazil, Argentina and Rest of South America

Brazil

Chart 645: Brazilian Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 646: Glance at 2010, 2015 and 2020 Brazilian Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 647: Brazilian Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 648: Glance at 2010, 2015 and 2020 Brazilian Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 649: Brazilian Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 650: Glance at 2010, 2015 and 2020 Brazilian Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 651: Brazilian Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 652: Glance at 2010, 2015 and 2020 Brazilian Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 653: Brazilian Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 654: Glance at 2010, 2015 and 2020 Brazilian Polyurethane Industrial Adhesives

Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 655: Brazilian Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 656: Glance at 2010, 2015 and 2020 Brazilian Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 657: Brazilian Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 658: Glance at 2010, 2015 and 2020 Brazilian Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 659: Brazilian Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 660: Glance at 2010, 2015 and 2020 Brazilian Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Argentina

Chart 661: Argentine Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 662: Glance at 2010, 2015 and 2020 Argentine Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 663: Argentine Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 664: Glance at 2010, 2015 and 2020 Argentine Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 665: Argentine Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-

Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 666: Glance at 2010, 2015 and 2020 Argentine Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 667: Argentine Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 668: Glance at 2010, 2015 and 2020 Argentine Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 669: Argentine Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 670: Glance at 2010, 2015 and 2020 Argentine Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 671: Argentine Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 672: Glance at 2010, 2015 and 2020 Argentine Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 673: Argentine Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 674: Glance at 2010, 2015 and 2020 Argentine Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 675: Argentine Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 676: Glance at 2010, 2015 and 2020 Argentine Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Rest of South America

Chart 677: Rest of South American Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic

Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 678: Glance at 2010, 2015 and 2020 Rest of South American Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 679: Rest of South American Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 680: Glance at 2010, 2015 and 2020 Rest of South American Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 681: Rest of South American Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 682: Glance at 2010, 2015 and 2020 Rest of South American Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 683: Rest of South American Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 684: Glance at 2010, 2015 and 2020 Rest of South American Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 685: Rest of South American Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 686: Glance at 2010, 2015 and 2020 Rest of South American Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 687: Rest of South American Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 688: Glance at 2010, 2015 and 2020 Rest of South American Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 689: Rest of South American Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 690: Glance at 2010, 2015 and 2020 Rest of South American Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 691: Rest of South American Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 692: Glance at 2010, 2015 and 2020 Rest of South American Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications  
REST OF WORLD

Chart 693: Rest of World Industrial Adhesives Market Analysis (2010-2020) in Volume (Million Pounds) and Value (USD Million)

Chart 694: Rest of World Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in Million Pounds

Chart 695: Glance at 2010, 2015 and 2020 Rest of World Industrial Adhesives Volume Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 696: Rest of World Industrial Adhesives Market Analysis (2010-2020) by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others in USD Million

Chart 697: Glance at 2010, 2015 and 2020 Rest of World Industrial Adhesives Value Market Share by Type – Acrylics, Water-Based Polyvinyl Acetate (PVAc) & Vinyl Acetate-Ethylene (VAE), Polyurethane, Ethylene-Vinyl Acetate (EVA) & Polyethylene Hot-Melts, Styrenic Block Copolymer (SBC) Hot-Melts, Epoxy, Polychloroprene and Others

Chart 698: Rest of World Acrylic Industrial Adhesives Market Analysis (2010-2020) by

Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in Million Pounds

Chart 699: Glance at 2010, 2015 and 2020 Rest of World Acrylic Industrial Adhesives Volume Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 700: Rest of World Acrylic Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics in USD Million

Chart 701: Glance at 2010, 2015 and 2020 Rest of World Acrylic Industrial Adhesives Value Market Share by Sub-Type – Emulsion-Based Acrylics, Solvent-Based Acrylics and Other Acrylics

Chart 702: Rest of World Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in Million Pounds

Chart 703: Glance at 2010, 2015 and 2020 Rest of World Polyurethane Industrial Adhesives Volume Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 704: Rest of World Polyurethane Industrial Adhesives Market Analysis (2010-2020) by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes in USD Million

Chart 705: Glance at 2010, 2015 and 2020 Rest of World Polyurethane Industrial Adhesives Value Market Share by Sub-Type – Solvent-Based Polyurethanes, 100% Reactive Polyurethanes, Hot-Melt Polyurethanes and Water-Based Polyurethanes

Chart 706: Rest of World Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in Million Pounds

Chart 707: Glance at 2010, 2015 and 2020 Rest of World Industrial Adhesives Volume Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

Chart 708: Rest of World Industrial Adhesives Market Analysis (2010-2020) by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications in USD Million

Chart 709: Glance at 2010, 2015 and 2020 Rest of World Industrial Adhesives Value Market Share by End-Use Application – Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications

## About

### **Industrial Adhesives End-Use Applications**

The classification of industrial adhesives based on end-use applications is primarily a reference to the market sector or industrial area within which the adhesive is used. For the purposes of this report, these application areas for industrial adhesives have been categorized into Pressure Sensitive Products, Packaging, Construction, Woodworking, Transportation and Other Applications, including Medical, Electrical and Electronics and Leather and Apparel.

### **Pressure Sensitive Product Applications**

Pressure sensitive adhesives, abbreviated PSAs and also called self-adhesives or self-stick adhesives, are adhesives that require the application of pressure for forming a bond, thereby eliminating the need of any solvent, water or heat. Primary applications of pressure sensitive adhesives include tapes, labels, note pads and automotive trim, in addition to an extensive range of other products. The name “pressure sensitive” is indicative of how much influence the amount of induced pressure has on the degree of bonding that is used in the application of the adhesive to a surface. Appropriate bonding is also influenced by other surface characteristics, such as smoothness, surface energy, presence of contaminants, etc. PSAs typically incorporate a design that helps them in forming a properly holding bond at room temperatures, tending to lose tackiness at low temperatures and reduce capability of shear holding at high temperatures. Therefore, choosing an adhesive formulation designed for a specific application under specific conditions assumes substantial significance.

### **Structural and Pressure Sensitive Adhesives**

The broad categorization of adhesives encompasses two classes, viz., structural and pressure sensitive. Structural adhesives form a permanent bond by hardening through processes that can include solvent evaporation (as in the case of white glue), reaction with UV radiation (as in the case of dental adhesives), chemical reaction (as in the case of two-part epoxy), or cooling (as in the case of hot melts). However, all that pressure sensitive adhesives require in forming a bond is nothing more than the simple application of a light pressure that coalesces the adhesive with the adherend. The design of pressure sensitive adhesives enables in maintaining a balance between flow and resistance to flow. This implies that the formation of a bond is facilitated by the

adhesive's pliability in flowing or wetting the adherend, while the strength of the bond is facilitated due to the adhesive's hardness in resisting flow upon the application of stress to the bond. When the adhesive and adherend get in close proximity, other molecular interactions, such as van der Waal's forces also come into play by contributing significantly to eventual bond strength. PSAs are characterized by viscoelastic, i.e., both viscous and elastic, properties, which are then utilized in the formation of a proper bond.

The strength of PSAs is typified by their shear holding, as against structural adhesives, with the latter's strength being evaluated as lap shear strength. Hence, the holding capability of PSAs in a shear mode is associated with the formulation, thickness of coating, temperature and rub-down, among others.

### **A Snapshot on Market Trends**

The post-2010 period was witness to a new dawn of renewed confidence among all industry participants after the major economies worldwide exhibited signs of revival, albeit on a controlled basis. This further had a much needed positive impact on the market for industrial adhesives, with a slew of novel applications, such as in the automotive and aerospace sectors, coming to the rescue.

Coupled with the fact that booming Asian economies, such as China and India, showed renewed signs of development in the construction sector, demand for industrial adhesives took off at the start of the decade. While it is anticipated that global demand for industrial adhesives is likely to register a growth of over 4% in terms of volume in 2013 over 2012, the same is expected to be in excess of 5% in terms of value between these years.

### **Transportation Surges Ahead, Other Sectors Not Too Far Behind**

A rapidly recovering automotive sector, in combination with the trend of producing lightweight vehicles for cutting down fuel consumption, have set the demand for industrial adhesives on a fast moving growth track. All long-term indications point towards the sustainability of this growing demand, as lightweight materials, such as engineered plastics, ceramics and composites take the place of traditionally used metals, such as steel and metal fasteners, which, in turn, require specialty adhesives for appropriate bonding.

Other than the automotive, aerospace and transportation sectors, other areas in which

lightweight materials have witnessed growing demand include electronics and medical devices. With computers and mobile phones getting smaller and thinner, lightweight engineered plastics are being increasingly used in designing devices, and these materials are joined together using specialty adhesives. Medical devices, too, have been witnessing a trend towards light weighting, necessitating the use of specialty adhesives.

### **Nonwovens Sector Increases Adhesive Adoption**

Baby diapers and feminine hygiene products constitute the other major end markets for adhesives, and economic growth in emerging markets has further spurred consumer demand for these products. Utilization of adhesives by the nonwovens industry is set to double over the next half-a-decade, with consumers not only purchasing products, such as baby diapers and feminine napkins, but also coming in for frequent repeat purchases. For instance, market penetration rates for baby diapers in the United States stand at about 98%, while the same for China is about 20% and for India in single digits. Demand for hygiene products in such potential markets is bound to intensify, given that the lower middle income bracket consumers in these regions make a shift towards the upper middle income bracket.

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