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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.

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Gardner-Gibson, Inc.
HB Fuller Company
Henkel AG & Co KGaA
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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

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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
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H.B. Fuller Signs Purchase Agreement with Plexbond Quimica
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AEC Polymers Patents New Technology
Henkel Developed Loctite Ablestik ICP 4000 series of Silicon-based ECAs
Berry Plastics to Introduce Two New Tapes

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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

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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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