

# Flexible Foam Market Report by Type (Polyurethane (PU) Foam, Polyethylene (PE) Foam, Polypropylene (PP) Foam, Ethylene-Vinyl Acetate (EVA), and Others), Application (Furniture and Bedding, Transportation, Packaging, Construction, Consumer Goods), and Region 2024-2032

<https://marketpublishers.com/r/F07E9A222454EN.html>

Date: April 2024

Pages: 137

Price: US\$ 3,899.00 (Single User License)

ID: F07E9A222454EN

## Abstracts

The global flexible foam market size reached US\$ 47.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 70.8 Billion by 2032, exhibiting a growth rate (CAGR) of 4.36% during 2024-2032. The rapid technological advancements in foam research, the increasing development of new and improved foam materials with enhanced properties, and the rising adoption of foam in the marine industry for buoyancy and insulation purposes are some of the factors propelling the market.

Flexible foam is a polymer with an open cell structure produced from the reaction of polyols and isocyanates. It has sound absorption properties on account of the cavities, channels, or interstices present in its structure. It also exhibits load-bearing properties as flexible foam can recover from compression once the load is removed and it consequently finds extensive applications as a shock absorber. Besides this, as it is lightweight and durable, flexible foam is employed in the packaging industry across the globe.

The global market is majorly driven by the increasing demand for comfortable and supportive bedding products like mattresses and pillows. In line with this, the growing automotive industry and rising need for foam in vehicle seating and interior components are significantly contributing to the market. Furthermore, the expanding furniture industry, utilizing flexible foam for upholstery and cushioning, is positively influencing

the market. Apart from this, the escalating awareness of the importance of soundproofing and acoustic insulation in buildings and homes is creating a positive outlook for the market. Moreover, the increasing popularity of eco-friendly and sustainable foam materials is catalyzing the market. Besides, the rising demand for packaging solutions with enhanced impact resistance is propelling the market. Additionally, the advancements in foam manufacturing technologies, leading to cost-effectiveness, are offering numerous opportunities for the market.

#### Flexible Foam Market Trends/Drivers:

##### Increasing product adoption in the medical industry

The increasing product adoption in the medical industry has been a significant driving factor for the market growth. With its unique elasticity, cushioning, and support properties, the product finds diverse applications in medical devices, prosthetics, and healthcare products. One of the key advantages is its ability to distribute pressure evenly, reducing the risk of pressure sores in patients who are immobile or bedridden. Medical professionals recognize the importance of patient comfort during recovery, leading to the integration of foam in hospital mattresses, wheelchair cushions, and orthopedic supports. The foam's hypoallergenic properties make it suitable for sensitive patients, while its durability ensures long-lasting performance. Moreover, being easily cleaned and sanitized enhances its appeal in healthcare settings, where maintaining hygiene is paramount. As the healthcare industry continues to evolve, the demand for innovative medical products incorporating flexible foam is expected to rise, driving further growth in the market. Additionally, ongoing research and advancements in foam materials may open up new possibilities for medical applications, bolstering its prominence in the medical sector.

##### Expanding construction sector worldwide

The expanding construction sector worldwide is offering numerous opportunities for the market. As construction activities rise to meet the demands of growing populations and urbanization, the need for effective insulation materials has intensified. The product has become a favored choice for builders and contractors due to its excellent thermal and acoustic insulation properties. In residential construction, the foam is widely used in wall insulation, roof insulation, and sealing applications, helping to improve energy efficiency and reduce heating and cooling costs. The material's lightweight nature and ease of installation also contribute to its popularity in construction projects. Additionally, the product finds extensive use in commercial and industrial construction for insulating HVAC systems, pipes, and air ducts, enhancing overall energy conservation and

promoting sustainability efforts.

### Rising product popularity in the sports and leisure industry

The rising product popularity in the sports and leisure industry has significantly contributed to its market growth. The unique properties of flexibility, shock absorption, and cushioning make it an ideal material for various sports and recreational applications. The product is extensively used in the sports sector to produce protective gear such as helmets, knee pads, elbow pads, and body armor. Its ability to absorb and disperse impact energy helps reduce the risk of injuries during high-impact sports activities. Furthermore, the comfort and support offered by the product make it a preferred choice for padding in sports equipment, including gym mats, yoga mats, and exercise mats. The foam's lightweight and portable nature enhances its convenience for athletes and fitness enthusiasts. In the leisure industry, the product produces floatation devices, pool noodles, water toys, and camping equipment, adding to recreational activities' overall enjoyment and safety. As the sports and leisure industry continues to thrive, the demand for innovative and high-performance foam products is expected to grow, further fueling the market expansion.

### Flexible Foam Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global flexible foam market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on type and application.

### Breakup by Type:

- Polyurethane (PU) Foam
- Polyethylene (PE) Foam
- Polypropylene (PP) Foam
- Ethylene-Vinyl Acetate (EVA)
- Others

### Polyurethane (PU) Foam dominates the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes polyurethane (PU) foam, polyethylene (PE) foam, polypropylene (PP) foam, ethylene-vinyl acetate (EVA), and others. According to the report, polyurethane (PU) foam represented the largest segment.

PU foam is one of the most popular and versatile types of flexible foam. Its exceptional cushioning properties and high resilience make it ideal for the furniture, bedding, automotive, and packaging industries.

Furthermore, PE foam is known for its lightweight and excellent shock-absorbing capabilities. It is widely used in protective packaging for fragile items, construction insulation, and sports equipment. Moreover, PP foam exhibits excellent chemical resistance and is commonly used in automotive applications, consumer goods packaging, and building insulation.

Besides, EVA foam is prized for its softness, flexibility, and low-temperature properties. It finds applications in footwear, sports padding, and medical devices. With growing demand from multiple industries and continuous innovation, the flexible foam market segment is expected to expand further, meeting evolving consumer needs and technological advancements.

Breakup by Application:

- Furniture and Bedding
- Transportation
- Packaging
- Construction
- Consumer Goods

Furniture and Bedding holds the largest share of the market

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes furniture and bedding, transportation, packaging, construction, and consumer goods. According to the report, furniture and bedding accounted for the largest market share.

Flexible foam is extensively utilized in furniture and bedding products due to its superior comfort and resilience. Mattresses, sofas, and cushions are common examples of polyurethane foam being widely employed.

On the other hand, the transportation industry heavily relies on flexible foam for various purposes. In automotive applications, foam is used in seating, headrests, and interior components to enhance comfort and safety. Additionally, it finds use in aircraft seating

and insulation. Flexible foam is indispensable in packaging, offering exceptional protection for fragile items during shipping and handling. Polyethylene and polypropylene foams are commonly used for this purpose. Moreover, in the construction industry, flexible foam plays a crucial role in insulation, sealing, and soundproofing applications. PE and PU foams are often used for these purposes. Besides, flexible foam is present in numerous consumer goods, such as sports equipment, toys, footwear, and medical products, providing comfort, safety, and impact resistance.

#### Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Asia Pacific exhibits a clear dominance, accounting for the largest market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific

(China, Japan, India, South Korea, Australia, Indonesia, Russia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, polyurethane (PU) foam represented the largest segment.

The Asia Pacific region is a major hub for the flexible foam market, driven by rapid industrialization and urbanization. Countries like China, India, Japan, and South Korea significantly contribute to the demand for foam in various applications. The region's burgeoning automotive industry fuels foam consumption for vehicle interiors and components. Moreover, the packaging sector experiences considerable growth due to the flourishing e-commerce industry, boosting demand for protective foam solutions. As Asia Pacific expands economically, the flexible foam market is anticipated to grow further.

On the other hand, the flexible foam market in North America is well-established and technologically advanced. The region boasts a robust demand for polyurethane foam in furniture, bedding, and automotive industries. The construction sector also relies heavily on foam for insulation and sealing applications. Packaging solutions using PE and PP foam are widely adopted in the region. The growing focus on sustainability and eco-friendly materials drives the development of innovative foam products in North America.

#### Competitive Landscape:

Top flexible foam companies are catalyzing the market through their strategic initiatives and innovation. These industry leaders invest heavily in research and development, constantly striving to improve foam properties, such as enhanced comfort, durability, and eco-friendliness. Their extensive distribution networks enable the widespread availability of the products, catering to diverse industries and applications. Moreover, these companies actively engage in partnerships and collaborations with other industries, expanding the utilization of foam in various sectors like automotive, medical, and construction. To meet the rising demand for sustainable materials, these companies are focusing on eco-friendly foam production methods and materials, aligning with global environmental regulations and customer preferences. These companies effectively promote the product's benefits through comprehensive marketing efforts, driving awareness and demand among consumers and businesses alike. By consistently delivering high-quality, innovative foam solutions, these industry leaders continue to propel the market.

The report has provided a comprehensive analysis of the competitive landscape in the flexible foam market. Detailed profiles of all major companies have also been provided.

American Excelsior Company  
BASF SE  
Covestro AG  
Dow Inc.  
Huntsman Corporation  
INOAC Corporation  
Kaneka Corporation  
Recticel  
Sekisui Chemical Co. Ltd.  
UBE Corporation  
Woodbridge  
Zotefoams PLC.

#### Recent Developments:

In 2020, American Excelsior Company collaborated with a major medical device manufacturer to produce foam components for medical devices used in critical care during the COVID-19 pandemic. This partnership aimed to meet the increased demand for medical equipment and support healthcare providers in treating patients affected by the virus.

In 2019, BASF partnered with Porsche and circular economy firm Borealis to develop a prototype sports car with components made from recycled plastics. BASF provided the expertise in material development, including foam materials, to create a more sustainable automotive interior.

In 2021, Covestro collaborated with automotive manufacturer Toyota to develop a new polyurethane composite material for lightweight applications in electric vehicles (EVs). This innovative material aimed to enhance EV performance, increase energy efficiency, and contribute to the overall sustainability of the automotive sector.

#### Key Questions Answered in This Report

1. What was the size of the global flexible foam market in 2023?
2. What is the expected growth rate of the global flexible foam market during 2024-2032?
3. What are the key factors driving the global flexible foam market?
4. What has been the impact of COVID-19 on the global flexible foam market?
5. What is the breakup of the global flexible foam market based on the type?
6. What is the breakup of the global flexible foam market based on the application?
7. What are the key regions in the global flexible foam market?



8. Who are the key players/companies in the global flexible foam market?



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