

2018-2023 Global Latex Powder Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Latex Powder market for 2018-2023.

Latex Powder or Re-dispersible Latex Powder (RDP) is a free-flowing organic polymer powder, produced through the spray drying of a wide range of monomers such as vinyl acetate, vinyl acetate, ethylene, acrylate, and styrene butadiene.

Re-dispersible Latex Powder (RDP) are used mainly in diverse construction chemical applications such as external thermal insulation composite systems, construction and tile adhesives, screed, self-leveling flooring compounds, plasters, repair mortars, grouts, and cementitious sealing slurries. Demand for re-dispersible polymer is continuously increasing due to its benefits in the construction industry such as better water retention and workability, strong strength development of the mortar, higher flexural strength and flexibility, and strong impact and abrasion resistance.

Under the background of slower economy growth rate, companies face the higher risks of profit decline. Europe's economies in a state of slow growth, Re-dispersible Latex Powder (RDP) market has a certain potential in Europe, among them Europe's demand is relatively stable. Europe market is already saturated. These few years, Europe's Re-dispersible Latex Powder (RDP) production is more than its domestic demand; therefore, Europe would export Re-dispersible Latex Powder (RDP) to abroad countries. We tend to believe this industry now is close to mature, and the consumption increasing degree will show a smooth curve. On product prices, the slow downward trend in recent years will maintain in the future, as competition intensifies, prices gap between different

brands will go narrowing. Similarly, there will be fluctuation in gross margin.

In future, the Re-dispersible Latex Powder (RDP) industry in Europe will be turn concentrated; Europe Re-dispersible Latex Powder (RDP) consuming market will still has a certain amount of growth. In Europe, Eastern Europe and the Russian market will be the next area of competition.

In recent few years, Re-dispersible Latex Powder (RDP) gross margins continue to decline. Global competition is likely to turn to the relationship of competition and cooperation. We believe that this industry will move towards centralization. For developing countries, the Re-dispersible Latex Powder (RDP) industry still has great potential. In Asia, Southeast Asia, India and Central Asia will have a more substantial growth. Chinese market will maintain rapid growth. Wacker and Akzo Nobel are world leaders. Wacker and Akzo Nobel's bases are located in the world's major consumer areas.

Over the next five years, LPI(LP Information) projects that Latex Powder will register a 1.3% CAGR in terms of revenue, reach US\$ 1560 million by 2023, from US\$ 1450 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Latex Powder market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

VAE Type

VAE-Veo Va Type

Others

Segmentation by application:

Exterior Insulation and Finish Systems (EIFS)

Construction and Tile Adhesives

Putty Powder

Dry-mix Mortars

Self-leveling Flooring Compounds

Caulks

Other Applications

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Wacker

Akzo Nobel

DCC

SANWEI

BASF

Shandong Xindadi

Xinjiang Huitong

Dow

VINAVIL

Hexion

Ashland

Wanwei

Acquos

Organik

Fenghua

Shaanxi Xutai

Puyang Yintai

Gemez Chemical

Guangzhou Yuanye

Zhaojia

Sailun Building

Henan Tiansheng Chem

Xinjiang Su Nok

Mizuda Bioscience

Shandong Micron

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Latex Powder consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Latex Powder market by identifying its various subsegments.

Focuses on the key global Latex Powder manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Latex Powder with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Latex Powder submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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