

The Global Alumina Trihydrate (ATH) Flame Retardant Market 2015-2020: Trends, Forecast, and Opportunity Analysis, March 2016

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Abstracts

According to a new market report published by Lucintel, the future of the alumina trihydrate (ATH) flame retardant market looks good with opportunities in the electrical and electronics, building and construction, and wire and cable industries. The global ATH flame retardant market is forecast to grow at a CAGR of 4.9% from 2015 to 2020. The major drivers of growth for this market are stringent governmental regulations related to prohibition on use of halogenated flame retardants, growing awareness on fire safety, and increasing market penetration of ATH flame retardants in various end-use industries.

ATH flame retardants are used in a variety of applications with materials like polyolefin, epoxy, rubber, unsaturated polyester resin, polyvinyl chloride, and others. Lucintel predicts that the demand for polyolefin is likely to experience the highest growth in the forecast period supported by growing demand in end product manufacturing. On the basis of comprehensive research, Lucintel forecasts that wire and cable segment is expected to show highest growth during the forecast period.

Within the ATH flame retardant market, the building and construction segment is expected to emerge as the largest market by value. The changes in regulatory requirement and strong demand of halogen free flame retardants are expected to spur growth for this segment over the forecast period.

North America is expected to remain the largest market by value and volume both due to growth in end use applications and wider acceptance of ATH flame retardants in various end-use industries.

Asia Pacific and the Rest of the World are expected to witness significant growth over the forecast period because of growing awareness on fire safety, and restriction on some halogenated flame retardants.

For market expansion, report suggests innovation and new product development, where the unique characteristics of ATH flame retardants can be capitalized. The report further suggests the development of partnerships with customers to create win-win situations and development of low-cost solutions for the end user.

Emerging trends, which have a direct impact on the dynamics of the industry, include the growing consumption of nano-particle ATH and original equipment manufacturers (OEM's) commitments towards the use of non-halogenated flame retardants. Nabaltec AG, Albemarle Corporation, Huber Engineered Materials, and TOR Minerals are among the major suppliers of the ATH flame retardants. Some companies are opting for M&A as a strategic initiative for driving growth.

Lucintel, a leading global strategic consulting and market research firm, has analyzed the global ATH flame retardant market by end-use industry, application, and region, and has come up with a comprehensive research report, "The Global Alumina Trihydrate (ATH) Flame Retardant Market 2015-2020: Trends, Forecast, and Opportunity Analysis." The Lucintel report serves as a spring board for growth strategy as it provides a comprehensive data and analysis on trends, key drivers, and directions. The study includes a forecast of the global ATH flame retardant market through 2020, segmented by end-use industry, applications, and region as follows:

By end-use industry [Volume (M lbs/Kilotons) and \$M shipment analysis for 2009 – 2020]:

Building and Construction
Electricals and Electronics
Wires and Cables
Textiles
Transportation
Others

By application [Volume (M lbs/Kilotons) and \$M shipment analysis for 2009 – 2020]:

Polyolefin
Epoxy
Rubber
Unsaturated Polyester Resin
Polyvinyl Chloride
Others

By region [Volume (M lbs/Kilotons) and \$M shipment analysis for 2009 – 2020]:

North America
Europe
Asia Pacific
Rest of World

This report answers following 11 key questions:

- Q.1: What are some of the potential, high-growth opportunities for global alumina trihydrate (ATH) market by applications, end user industry and regions?
- Q.2: Which segments will grow at a faster pace and why?
- Q.3: Which regions will grow at a faster pace and why?
- Q.4: What are the key factors affecting market dynamics? What are the drivers and challenges of the market?
- Q.5: What are the business risks and threats to the market?
- Q.6: What are emerging trends in this market and reasons behind them?
- Q.7: What are some changing demands of customers in the market?
- Q.8: What are the new developments in the market? Which companies are leading these developments?
- Q.9: Who are the major players in this market? What strategic initiatives are being implemented by key players for business growth?
- Q.10: What are some of the competitive products and processes in this area and how big of a threat do they pose for loss of market share via materials / product substitution
- Q.11: What are M & A activities in the last 5 years in this market? What reasons can be attributed to these activities and how have they impacted the industry?

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "The Global ATH Flame Retardant Market 2015-2020: Trends, Forecast, and Opportunity Analysis" include:

Market size estimates: Growth opportunities in the global ATH flame retardant market size estimation in terms of value (\$ Mil) and volume (kt) shipment. Trend and forecast analysis: Global ATH flame retardant market trend (2009-2014) and forecast (2015-2020) by region, by application, and end user industry segment. Segmentation analysis: Global ATH flame retardant market size by various application types such as

polyolefin, epoxy, rubber, UPR, PVC, and others by various end user industry such as building and construction, electrical and electronics, wire and cable, textile, transportation, and others in terms of value and volume shipment. Regional analysis: Global ATH flame retardant market breakdown by key regions such as North America, Europe, Asia Pacific, and Rest of World. Growth opportunities: Analysis on growth opportunities in different applications, end user industry and regions. Strategic analysis: This includes M&A, new product development, competitive landscape, and expansion strategies of global ATH flame retardant market suppliers. Emerging applications: Emerging applications of ATH flame retardant in various markets. Analysis of competitive intensity of the industry based on Porter's Five Forces model.

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