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# Flock Adhesives Market Assessment, By Resin Type [Polyurethane, Acrylic, Epoxy, Ethylene Vinyl Acetate, Others], By Application Substrates [Fabrics, Plastic, Metal, Glass, Wood, Others], By End-use Industry [Automotive, Technical Textile and Clothing, Electrical and Electronics, Paper and Packaging, Others], By Region, Opportunities and Forecast, 2016-2030F

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## Abstracts

Global flock adhesives market size was valued at USD 2.4 billion in 2022, which is expected to grow to USD 3.9 billion in 2030 with a CAGR of 6.5% during the forecast period between 2023 and 2030. Flock adhesive is an essential component in various industries that involve bonding and flocking applications and are influenced by a range of key drivers.

The automotive sector is a major consumer of these adhesives and exerts a considerable influence on demand, as its growth directly correlates to the need for flock adhesives used in applications like interior trim and upholstery. Concurrently, the textile industry which includes the manufacturing of garments, furnishings, and technical textiles, relies on flock adhesives to augment both visual appeal and functionality. Moreover, the burgeoning market of Asia particularly contributes to the increasing utilization of flock adhesives as manufacturing and industrial activities expand.

Furthermore, innovation in adhesive technology and a growing emphasis on sustainable adhesive formulations are pivotal in shaping the flock adhesives market. Additionally, the shifting consumer preferences along with the quest for customized solutions, and an unwavering focus on product longevity further fuel the demand for flock adhesives across different array of applications, making them a versatile and indispensable

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component in numerous industries.

Strong Demand from Automotive Sector to Raise the Requirement of Flock Adhesives

Flock adhesives play a vital role in the automotive industry, particularly in the manufacturing of various interior components like dashboard panels, door panels, headliners, and seats. Their primary function is to securely bond and attach flock fibers to a wide range of substrates, creating a soft, textured, and durable finish. Additionally, flock adhesives are engineered to withstand the rigors of the automotive environment, including exposure to temperature fluctuations, moisture, and wear and tear, and provides higher durability for the automotive.

For instance, in September 2023, there was a notable 20% year-on-year increase in the total sales of automobiles in India. This robust performance in the global automotive industry has led to a heightened demand for flock adhesives.

Rise in Production of Electronics to Increase the Demand for Flock Adhesives

Electromagnetic Interference (EMI) and Radio-Frequency Interference (RFI) can negatively impact the performance of electronic devices. Flock adhesives are used to create EMI/RFI shielding gaskets or seals. The flock material helps to create a conductive barrier that prevents unwanted electromagnetic interference and radio-frequency interference. Additionally, flock adhesives provide insulation and protection, helping to prevent short circuits and ensuring the proper functioning of electronic devices.

For instance, the Japanese government has allocated USD 510 million during the end of 2022 for initiatives aimed at bolstering the domestic production of semiconductor chips. Several countries such as the United States, Japan, and South Korea are increasing their domestic production, which, in turn, is heightening the global demand for flock adhesives.

Steady Demand for Technical Textile to Drive the Flock Adhesives Market

The textile industry relies significantly on flock adhesives, particularly for manufacturing a wide range of products, including garments, furnishings, decorative items, and technical textiles. These adhesives serve essential functions in flocking and bonding applications, contributing to the quality and aesthetics of the end products. Moreover, flock adhesives in technical textiles reinforce the materials' capabilities, making them

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suitable for demanding applications across industries such as automotive, aerospace, and healthcare.

For instance, in June 2023, Freudenberg Performance Materials unveiled a state-of-the-art reusable textile container designed to address specific packaging requirements in technical sectors. Ongoing developments and investments in technical textiles will improve the demand for flock adhesives globally.

Impact of COVID-19

The COVID-19 pandemic disrupted the flock adhesives market due to supply chain disruptions, potential shortages, and increased operational costs during the pandemic. Industries such as automotive and textile witnessed reduced production due to lockdowns, while the construction sector experienced project delays and cancellations, which led to decreased demand for flock adhesives across multiple end-use industries. It resulted in deferred investments and reduced consumption of flock adhesives, despite the strong demand for technical textile such as PPE during the pandemic.

Key Outlook

The rising adoption of flock adhesives in the printing and packaging sectors improves the demand growth for flock adhesives on a global scale.

The South Korean Ministry of Trade, Industry, and Energy announced in March 2023 that an upcoming industrial complex dedicated to advanced semiconductors will take shape in Yongin, located in the Gyeonggi Province near Seoul, by the year 2042. This significant development is set to be realized through substantial private-sector investments totaling USD 228 billion. Semiconductor project projects like these are increasing globally, increasing the demand for flock adhesives.

Key Players Landscape and Outlook

Prominent manufacturers in the flock adhesives industry are actively introducing environmentally friendly adhesive solutions that align with their corporate sustainability objectives along with offering eco-conscious adhesive options to their clientele, which is increasingly valuing sustainability as a key factor in their purchasing decisions.

For instance, in July 2021, H.B. Fuller Company formed a strategic alliance with Covestro, intending to introduce an adhesive solution with a diminished environmental

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footprint. Collaborative efforts like these cater to the needs of sectors such as woodworking, composites, textiles, and automotive, allowing the company to bring forth adhesive products that are more ecologically responsible and sustainable.

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