

# Acrylic Emulsion Market by Type (Pure Acrylic Emulsion, Polymer & Co-polymer Acrylic Emulsion), Application (Paints & Coatings, Adhesives & Sealants, Construction Additives, Paper Coating), and Region - Global Forecast to 2028

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## Abstracts

The acrylic emulsion market is projected to reach USD 16.6 billion by 2028, at a CAGR of 7.6% from USD 11.5 billion in 2023. The growing automotive industry is a key catalyst for the expansion of the acrylic emulsion market. This demand surge is primarily propelled by factors like the growth of industries, increased investments in infrastructure projects, smart cities, and advancements in technology. Additionally, increasing global population, rising middle-class incomes, and changing consumer preferences for durable goods contribute to the growing demand for acrylic emulsion in automotive sector.

“Pure acrylic segment is expected to account for the second-largest share in 2022.”

A pure acrylic emulsion is a premium water-based formulation containing solely acrylic polymers. This specialized emulsion offers exceptional attributes like superior adhesion, durability, and color retention. It finds pivotal use across industries such as paints, coatings, adhesives, textiles, and more. Renowned for its versatility, a pure acrylic emulsion enables the creation of high-performance products that not only meet stringent quality standards but also align with environmentally conscious practices, making it a preferred choice for businesses seeking top-tier solutions.

“Based on region, North America region was the largest market for acrylic emulsion in 2022, in terms of value.”

North America plays a pivotal role. With its diverse industries such as paints, coatings, adhesives, and construction, the demand for acrylic emulsions is substantial. The region's focus on sustainable practices and compliance with stringent environmental regulations aligns well with the eco-friendly nature of acrylic emulsions. Furthermore, the thriving construction and automotive industries in North America drive the need for high-performance coatings, where acrylic emulsions excel. The region's emphasis on innovation and premium quality products further propels the adoption of acrylic emulsions, making North America a significant contributor to the growth and advancements in this market..

In the process of determining and verifying the market size for several segments and subsegments identified through secondary research, extensive primary interviews were conducted. A breakdown of the profiles of the primary interviewees are as follows:

By Company Type: Tier 1 - 35%, Tier 2 - 45%, and Tier 3 - 20%

By Designation: C-Level - 35%, Director Level - 25%, and Others - 40%

By Region: Asia Pacific - 40%, North America - 30%, Europe - 20%, Middle East & Africa-5%, and Latin America-5%

The key players in this market are include BASF SE (Germany), Dow Inc. (US), Arkema S.A. (France), Synthomer PLC (UK), Celanese Corporation (US), Avery Dennison (US), Covestro AG (Germany), DIC Group (Japan), Henkel (Germany), H.B. Fuller (US), Mallard Creek Polymers (US) Nippon Shokubai Co., Ltd. (Japan) and The Lubrizol Corporation (US).

## Research Coverage

This report segments the market for acrylic emulsion market on the basis of type, application , region, and provides estimations for the overall value of the market across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, products & services, key strategies, new product launches, expansions, and mergers & acquisition associated with the market for acrylic emulsion market.

## Key benefits of buying this report

This research report is focused on various levels of analysis — industry analysis (industry trends), market ranking analysis of top players, and company profiles, which together provide an overall view on the competitive landscape; emerging and high-growth segments of the acrylic emulsion market; high-growth regions; and market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

Analysis of key drivers (Growing automotive industry in Asia Pacific, increasing growth in emerging markets, Government regulations related to VOC content in emulsions), restraints (Substitution of acrylic emulsion by polyurethane dispersions, especially in coating applications), opportunities (Emerging trend towards water-based emulsion, Emerging commercialization of bio-based acrylic acid) and challenges (Fluctuations in raw material cost) influencing the growth of the acrylic emulsion market

Market Penetration: Comprehensive information on acrylic emulsion market offered by top players in the global acrylic emulsion market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the acrylic emulsion market.

Market Development: Comprehensive information about lucrative emerging markets — the report analyzes the markets for acrylic emulsion market across regions.

Market Diversification: Exhaustive information about new products, untapped regions, and recent developments in the global acrylic emulsion market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the acrylic emulsion market

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