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Polymer Emulsion Market by Type (Acrylics, Vinyl Acetate Polymers, SB Latex) Application (Paints & Coatings, Adhesives & Sealants, Paper & Paperboard) End Use Industry (Buildings & Construction, Automotive, Textile & Coatings) - Global Forecast to 2025

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Abstracts

“Growth of the polymer emulsion market is mainly driven by the growing end-use industries such as transportation, consumer durables, and building & construction, especially in developing countries.”

The global polymer emulsion market size is expected to be USD 25.2 billion in 2020 and is projected to reach USD 38.1 billion by 2025, at a CAGR of 8.6%. The growth of the market is driven mainly by the growing end-use industries such as transportation, consumer durables, and building & construction, especially in developing countries.

Polymer emulsion is witnessing steady growth owing to increasing demand from various end-use industries, namely construction, automotive, textile & coatings, and chemicals. Polymer emulsion exhibits excellent chemical & impact resistance, improved performance, and aesthetics of industrial products. Owing to superior properties, such as low VOC, high adhesion, water resistance, and high viscosity, polymer emulsions are used extensively in paints & coatings. The building & construction industry witnessed high growth due to increasing construction activities, coupled with rising demand for high-quality paints & coatings. In the automotive industry, polymer emulsion helps to provide flexibility, excellent adhesion, and wear resistance, which is required in the automotive interior.

“Acrylics polymer emulsion segment is estimated to dominate the overall Polymer emulsion market market

Acrylics are synthesized from acrylic monomers and the most widely used polymer emulsions. Acrylics are probably the most versatile family of monomers. Acrylic monomers comprise the monomeric alkyl esters of acrylic acid and methacrylic acid and their derivatives. Methyl-, ethyl-, butyl- and 2-ethylhexyl-acrylate, methyl methacrylate, and acrylic- and methacrylic-acid are the most commonly used acrylic monomers. Acrylics are used to prepare polymers with rigid, flexible, ionic, nonionic, hydrophobic, or hydrophilic properties. They are transparent, have resistance to breakage, provide excellent finish gloss, improved adhesion to non-porous surfaces, and flow and stability. They are also commonly known as polyacrylates.

“Paints & coating is the largest application market for polymer emulsion”

The paints & coatings segment is the biggest consumer of polymer emulsion. Earlier, solvent-based paints & coatings were used widely. However, the high VOC content of solvent-based products and the implementation of government regulations regarding air pollution control has stimulated the development of low VOC paints & coatings. This increased the demand for water-based paints & coatings, which in turn, drive the growth of polymer emulsions in the paints & coatings segment. Polymer emulsion paints & coatings are used mainly to decorate and protect new construction as well as to maintain existing structures, including residential homes & apartments, public buildings, and plants & factories.

“APAC is projected to be the largest Polymer emulsion market”

Asia Pacific is the largest and fastest-growing market for polymer emulsion. It accounted for the largest share of the global market, in terms of value, in 2019. The market in this region is dominated by countries such as China, India, and Japan. The region is witnessing growth in the polymer emulsion market because of the rapid expansion of building & construction, consumer durables, and transportation sectors.

Extensive primary interviews were conducted in the process of determining and verifying sizes of different types, end-user of the polymer emulsion market gathered through secondary research.

The breakdown of primary interviews is given below:

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By Company Type: Tier 1 – 45%, Tier 2 – 30%, and Tier 3 – 25%

By Designation: C-Level Executives – 25%, Director-Level – 45%, and Others – 30%

By Region: North America – 10%, Europe – 20%, APAC – 50%, South America – 10%, and the Middle East & Africa – 10%

The Dow Chemical Company (US), BASF SE (Germany), Arkema Group (France), Celanese Corporation (US), Trinseo (US), The Lubrizol Corporation (US), Wacker Chemie AG (Germany), Synthomer Plc (UK), Asahi Kasei Corporation (Japan).

Research Coverage

The Polymer emulsion market has been segmented based on type, end-use industry, application, and region. This report covers the Polymer emulsion market and forecasts its market size until 2025. It also provides detailed information on company profiles and competitive strategies adopted by the key players to strengthen their position in the Polymer emulsion market. The report also provides insights into the drivers and restraints in the Polymer emulsion market along with opportunities and challenges. The report also includes profiles of top manufacturers in the Polymer emulsion market.

Reasons to Buy the Report

The report is expected to help market leaders/new entrants in the following ways:

1. This report segments the Polymer emulsion market and provides the closest approximations of revenue numbers for the overall market and its segments across different verticals and regions.
2. This report is expected to help stakeholders understand the pulse of the polymer emulsion market and provide information on key market drivers, restraints, challenges, and opportunities influencing the market growth.
3. This report is expected to help stakeholders obtain an in-depth understanding of the competitive landscape of the polymer emulsion market and gain insights to improve the position of their businesses. The competitive landscape section includes detailed information on strategies, such as merger & acquisition, new product developments, expansions, and collaborations.

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About

EPs include four major types of polymers, acrylic emulsions, vinyl emulsions, and SB latex or SB latex emulsions.and PUD Apart from the aforementioned four types of emulsions, there also exist several other less popular EPs. Major among these are monomers or resins of alkyd known as alkyd emulsions and polyester emulsions.

EPs are used for applications such as paints & coatings, adhesives & sealants, paper & paperboard coating, and carpet & artificial turf backing. Building & construction, transportation and consumer durables are the major end-use industries for EPs.

Growing Demand in Emerging Markets

Three factors are expected to drive the demand for EPs in emerging markets. These are current end-user industry trends, government regulations, and investor sentiments. Africa and the Middle East, East Europe, and Asia-Pacific are the three geographies that are expected to witness higher growth in the EP market.

In Asia-Pacific, China along with South Korea and Japan will continue to derive the demand for EPs. However, post 2015, the scenario is expected to change. Emerging markets such as India, Philippines, and Vietnam are expected to become significant consumers of EPs. The infrastructure market in India is expanding at a rapid pace. The upcoming infrastructure is expected to drive the demand for architectural paints & coatings.

The demand for EPs in Eastern Europe is expected to increase significantly in the next five years owing to upcoming markets such as Turkey and Hungary. The European market is weakened due to subdued industrial activity and demand in the European Union markets. As the Eastern European economies scale significant revenues from the European Union, these markets are expected to witness a proportional slump as well. However, the markets are expected to recover and regain 2014 onwards. The East European markets are expected to grow with CAGRs that will be relatively higher than the West European markets.

Fluctuating Raw Material Prices

Fluctuating raw material prices restrains the global EP market. Price fluctuations in raw materials are usually passed on towards the end-user industries. From an end-user's perspective, it is difficult to predict a price trend for raw material. End-user industries prefer to go for bulk purchase of raw materials or sign long term supply contracts. This allows them bigger buffer and a higher margin, which they may pass on to their customers. However, a fluctuation price makes it difficult to sign a long-term contract as a price fall afterwards may significantly erode operating margins. On the other hand, by inking short term buying contracts, manufacturers loose on economies of volume that long-term contracts offer.

The pricing of certain raw materials such as surfactants is directly proportional to crude oil prices as surfactants are petrochemicals. The current volatility in crude prices destabilizes the prices for surfactants.

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