

# **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:

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.

## Contents

### 1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY

1.2 MARKET DEFINITION

1.3 SCOPE OF THE STUDY

FIGURE 1 POLYMER EMULSION: MARKET SEGMENTATION

1.3.1 YEARS CONSIDERED FOR THE STUDY

1.4 CURRENCY

1.5 UNITS CONSIDERED

1.6 LIMITATIONS

1.7 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 POLYMER EMULSION MARKET: RESEARCH DESIGN

2.2 BASE NUMBER CALCULATION

2.2.1 SUPPLY SIDE APPROACH: REGIONAL ANALYSIS

2.2.2 SUPPLY SIDE APPROACH: VALUE ANALYSIS

2.2.3 DEMAND SIDE APPROACH

2.3 MARKET SIZE ESTIMATION

2.3.1 BOTTOM-UP APPROACH

FIGURE 3 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH

2.3.2 TOP-DOWN APPROACH

FIGURE 4 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH

2.3.3 PRIMARY DATA

2.3.3.1 Key data from primary sources

2.3.3.2 Key industry insights

FIGURE 5 BREAKDOWN OF PRIMARY INTERVIEWS

2.4 ASSUMPTIONS

2.5 LIMITATIONS

### 3 EXECUTIVE SUMMARY

FIGURE 6 ACRYLICS SEGMENT TO LEAD THE OVERALL POLYMER EMULSION MARKET (USD MILLION)

FIGURE 7 PAINTS & COATINGS TO BE THE LARGEST APPLICATION OF

*Polymer Emulsion Market by Type (Acrylics, Vinyl Acetate Polymers, SB Latex) Application (Paints & Coatings, A...*

## POLYMER EMULSION

FIGURE 8 ASIA PACIFIC WAS THE LARGEST POLYMER EMULSION MARKET IN 2019

FIGURE 9 INDIA TO BE FASTEST-GROWING POLYMER EMULSION MARKET DURING FORECAST PERIOD

## 4 PREMIUM INSIGHTS

### 4.1 ATTRACTIVE OPPORTUNITIES IN THE POLYMER EMULSION MARKET

FIGURE 10 GROWING PAINTS & COATINGS SEGMENT TO DRIVE THE POLYMER EMULSION MARKET

### 4.2 POLYMER EMULSION MARKET, BY REGION

FIGURE 11 ASIA PACIFIC TO BE FASTEST-GROWING POLYMER EMULSION MARKET DURING FORECAST PERIOD

### 4.3 POLYMER EMULSION MARKET, BY COUNTRY

FIGURE 12 INDIA TO REGISTER THE HIGHEST CAGR BETWEEN 2020 AND 2025

### 4.4 POLYMER EMULSION MARKET, BY TYPE

FIGURE 13 ACRYLICS DOMINATED THE OVERALL POLYMER EMULSION MARKET

### 4.5 POLYMER EMULSION MARKET, BY END-USE INDUSTRY

FIGURE 14 BUILDING & CONSTRUCTION TO BE THE LARGEST END-USE INDUSTRY

## 5 MARKET OVERVIEW

### 5.1 INTRODUCTION

### 5.2 MARKET DYNAMICS

FIGURE 15 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN THE POLYMER EMULSION MARKET

#### 5.2.1 DRIVERS

5.2.1.1 Increasing demand from growing end-use industries in emerging countries

5.2.1.2 Stringent regulations regarding VOC emission

5.2.1.3 Increasing awareness about green buildings

#### 5.2.2 RESTRAINTS

5.2.2.1 Volatile raw material cost

#### 5.2.3 OPPORTUNITIES

5.2.3.1 Rising demand for bio-based polymer emulsion

#### 5.2.4 CHALLENGES

5.2.4.1 Manufacturing cost-effective polymer emulsion

## **6 INDUSTRY TRENDS**

### **6.1 PORTER'S FIVE FORCES ANALYSIS**

#### **FIGURE 16 PORTER'S FIVE FORCES ANALYSIS**

##### **6.1.1 THREAT OF NEW ENTRANTS**

##### **6.1.2 THREAT OF SUBSTITUTES**

##### **6.1.3 BARGAINING POWER OF SUPPLIERS**

##### **6.1.4 BARGAINING POWER OF BUYERS**

##### **6.1.5 INTENSITY OF COMPETITIVE RIVALRY**

### **6.2 MACROECONOMIC OVERVIEW AND KEY TRENDS**

#### **6.2.1 INTRODUCTION**

#### **6.2.2 PAPER & PACKAGING INDUSTRY**

#### **FIGURE 17 GLOBAL PACKAGING MARKET, BY REGION, 2014–2019 (BILLION UNITS)**

#### **6.2.3 TRENDS AND FORECAST IN THE CONSTRUCTION INDUSTRY BEFORE COVID-19 OUTBREAK**

#### **TABLE 1 CONSTRUCTION INDUSTRY: GDP CONTRIBUTION, BY COUNTRY, 2014–2019 (USD BILLION)**

### **6.3 TRENDS AND FORECAST IN THE AUTOMOTIVE INDUSTRY**

#### **TABLE 2 PRODUCTION DATA OF MOTOR VEHICLES, REGION-WISE, 2011–2016**

### **6.4 GROWTH TREND OF WORLD GDP BEFORE COVID-19 OUTBREAK**

#### **TABLE 3 TREND OF GROWTH IN WORLD GDP PER CAPITA, USD MILLION (2016–2019)**

## **7 POLYMER EMULSION MARKET, BY TYPE**

### **7.1 INTRODUCTION**

#### **FIGURE 18 ACRYLIC TO DOMINATE OVERALL POLYMER EMULSION MARKET BETWEEN 2020 AND 2025**

#### **TABLE 4 POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (KILO TON)**

#### **TABLE 5 POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (KILO TON)**

#### **TABLE 6 POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)**

#### **TABLE 7 POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)**

### **7.2 ACRYLIC POLYMER EMULSION**

#### **7.2.1 WIDE RANGE OF APPLICATIONS AND LOW VOC EMISSIONS DRIVES THE DEMAND FOR ACRYLIC-BASED POLYMER EMULSION**

FIGURE 19 ASIA PACIFIC LED THE ACRYLIC POLYMER EMULSION MARKET  
TABLE 8 ACRYLIC POLYMER EMULSION MARKET SIZE, BY REGION, 2016–2019  
(KILO TON)

TABLE 9 ACRYLIC POLYMER EMULSION MARKET SIZE, BY REGION, 2020–2025  
(KILO TON)

TABLE 10 ACRYLIC POLYMER EMULSION MARKET SIZE, BY REGION, 2016–2019  
(USD MILLION)

TABLE 11 ACRYLIC POLYMER EMULSION MARKET SIZE, BY REGION, 2020–2025  
(USD MILLION)

### 7.3 VINYL ACETATE POLYMER EMULSION

7.3.1 LOW COST AND INCREASING DEMAND FROM CONSTRUCTION INDUSTRY  
DRIVES THE DEMAND OF VINYL ACETATE POLYMER EMULSIONS

FIGURE 20 ASIA PACIFIC PROJECTED TO BE THE FASTEST-GROWING VINYL  
ACETATE POLYMER EMULSION MARKET

TABLE 12 VINYL ACETATE POLYMER EMULSION MARKET SIZE, BY REGION,  
2016–2019 (KILO TON)

TABLE 13 VINYL ACETATE POLYMER EMULSION MARKET SIZE, BY REGION,  
2020–2025 (KILO TON)

TABLE 14 VINYL ACETATE POLYMER EMULSION MARKET SIZE, BY REGION,  
2016–2019 (USD MILLION)

TABLE 15 VINYL ACETATE POLYMER EMULSION MARKET SIZE, BY REGION,  
2020–2025 (USD MILLION)

### 7.4 SB LATEX

7.4.1 WIDE USAGE OF SB LATEX POLYMER EMULSION IN CARPET BACKING  
AND ADHESIVE APPLICATIONS DRIVES ITS DEMAND

FIGURE 21 ASIA PACIFIC TO DOMINATE THE SB LATEX MARKET BETWEEN

## 2020 AND 2025

TABLE 16 SB LATEX POLYMER EMULSION MARKET SIZE, BY REGION, 2016–2019  
(KILO TON)

TABLE 17 SB LATEX POLYMER EMULSION MARKET SIZE, BY REGION, 2020–2025  
(KILO TON)

TABLE 18 SB LATEX POLYMER EMULSION MARKET SIZE, BY REGION, 2016–2019  
(USD MILLION)

TABLE 19 SB LATEX POLYMER EMULSION MARKET SIZE, BY REGION, 2020–2025  
(USD MILLION)

### 7.5 OTHERS

TABLE 20 OTHER POLYMER EMULSIONS MARKET SIZE, BY REGION, 2016–2019



(KILO TON)

TABLE 21 OTHER POLYMER EMULSIONS MARKET SIZE, BY REGION, 2020-2025

(KILO TON)

TABLE 22 OTHER POLYMER EMULSIONS MARKET SIZE, BY REGION, 2016–2019

(USD MILLION)

TABLE 23 OTHER POLYMER EMULSIONS MARKET SIZE, BY REGION, 2020-2025

(USD MILLION)

## **8 POLYMER EMULSION MARKET, BY APPLICATION**

### **8.1 INTRODUCTION**

FIGURE 22 PAINTS & COATINGS ESTIMATED TO BE THE LARGEST APPLICATION OF POLYMER EMULSION BETWEEN 2020 AND 2025

TABLE 24 POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 25 POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020-2025 (USD MILLION)

### **8.2 PAINTS & COATINGS**

8.2.1 EXPANSION IN END-USE INDUSTRIES DRIVES THE DEMAND OF POLYMER EMULSION IN PAINTS & COATINGS APPLICATIONS

FIGURE 23 ASIA PACIFIC ESTIMATED TO BE THE LARGEST CONSUMER OF POLYMER EMULSION IN PAINTS & COATINGS

TABLE 26 POLYMER EMULSION MARKET SIZE IN PAINTS & COATINGS, BY REGION, 2016–2019 (USD MILLION)

TABLE 27 POLYMER EMULSION MARKET SIZE IN PAINTS & COATINGS, BY REGION, 2020-2025 (USD MILLION)

### **8.3 ADHESIVES & SEALANTS**

8.3.1 SHIFT FROM SOLVENT-BASED FORMULATIONS TO WATER-BASED FORMULATIONS TO DRIVE THE DEMAND OF POLYMER EMULSION IN ADHESIVES & SEALANTS APPLICATION

FIGURE 24 EUROPE DOMINATED THE POLYMER EMULSION MARKET IN ADHESIVES & SEALANTS SEGMENT

TABLE 28 POLYMER EMULSION MARKET SIZE IN ADHESIVES & SEALANTS, BY REGION, 2016-2019 (USD MILLION)

TABLE 29 POLYMER EMULSION MARKET SIZE IN ADHESIVES & SEALANTS, BY REGION, 2020-2025 (USD MILLION)

### **8.4 PAPER & PAPERBOARD**

8.4.1 INCREASING DEMAND FROM PACKAGING INDUSTRY TO SUPPORT THE GROWTH OF POLYMER EMULSION IN PAPER & PAPERBOARD APPLICATION



FIGURE 25 ASIA PACIFIC PROJECTED TO WITNESS HIGHEST CAGR IN PAPER & PAPERBOARD SEGMENT

TABLE 30 POLYMER EMULSION MARKET SIZE IN PAPER & PAPERBOARD, BY REGION, 2016–2019 (USD MILLION)

TABLE 31 POLYMER EMULSION MARKET SIZE IN PAPER & PAPERBOARD, BY REGION, 2020-2025 (USD MILLION)

#### 8.5 OTHERS

TABLE 32 POLYMER EMULSION MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2016–2019 (USD MILLION)

TABLE 33 POLYMER EMULSION MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2020-2025 (USD MILLION)

## 9 POLYMER EMULSION MARKET, BY END-USE INDUSTRY

### 9.1 INTRODUCTION

FIGURE 26 BUILDING & CONSTRUCTION TO BE THE LARGEST END USE INDUSTRY OF POLYMER EMULSION IN ASIA PACIFIC

TABLE 34 POLYMER EMULSION MARKET SIZE, BY END-USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 35 POLYMER EMULSION MARKET SIZE, BY END-USE INDUSTRY, 2020–2025 (USD MILLION)

### 9.2 BUILDING & CONSTRUCTION

9.2.1 INCREASING USE OF POLYMER EMULSION DRIVES THE DEMAND IN BUILDING & CONSTRUCTION INDUSTRY

9.2.2 IMPACT OF COVID-19 ON THE BUILDING & CONSTRUCTION INDUSTRY

FIGURE 27 NORTH AMERICA PROJECTED TO GROW AT HIGHEST CAGR IN BUILDING & CONSTRUCTION INDUSTRY

TABLE 36 POLYMER EMULSION MARKET SIZE IN BUILDING & CONSTRUCTION, BY REGION, 2016–2019 (USD MILLION)

TABLE 37 POLYMER EMULSION MARKET SIZE IN BUILDING & CONSTRUCTION, BY REGION, 2020–2025 (USD MILLION)

### 9.3 AUTOMOTIVE

9.3.1 WATER-BASED EMULSION POLYMER FOR USE IN THE AUTOMOTIVE INDUSTRY

9.3.2 IMPACT OF COVID-19 ON THE AUTOMOTIVE INDUSTRY

FIGURE 28 ASIA PACIFIC DOMINATED THE POLYMER EMULSION MARKET IN AUTOMOTIVE SEGMENT

TABLE 38 POLYMER EMULSION MARKET SIZE IN AUTOMOTIVE, BY REGION, 2016–2019 (USD MILLION)

TABLE 39 POLYMER EMULSION MARKET SIZE IN AUTOMOTIVE, BY REGION, 2020–2025 (USD MILLION)

#### 9.4 TEXTILE & COATINGS

9.4.1 SANGUINE DEMAND FROM NON-WOVEN TEXTILES DRIVES THE GROWTH OF THE POLYMER EMULSION MARKET

9.4.2 IMPACT OF COVID-19 ON THE TEXTILE & COATINGS INDUSTRY

FIGURE 29 TEXTILE & COATING IS EXPECTED TO BE GROW HIGHEST CAGR IN ASIA PACIFIC

TABLE 40 POLYMER EMULSION MARKET SIZE IN TEXTILE & COATINGS, BY REGION, 2016–2019 (USD MILLION)

TABLE 41 POLYMER EMULSION MARKET SIZE IN TEXTILE & COATINGS, BY REGION, 2020–2025 (USD MILLION)

#### 9.5 CHEMICALS

9.5.1 INCREASING DEMAND FROM CHEMICALS INDUSTRY TO SUPPORT THE GROWTH OF POLYMER EMULSION MARKET

9.5.2 IMPACT OF COVID-19 ON THE CHEMICAL INDUSTRY

FIGURE 30 ASIA PACIFIC PROJECTED TO WITNESS THE HIGHEST CAGR IN THE CHEMICALS SEGMENT

TABLE 42 POLYMER EMULSION MARKET SIZE IN CHEMICALS, BY REGION, 2016–2019 (USD MILLION)

TABLE 43 POLYMER EMULSION MARKET SIZE IN CHEMICALS, BY REGION, 2020–2025 (USD MILLION)

#### 9.6 OTHERS

TABLE 44 POLYMER EMULSION MARKET SIZE IN OTHER END-USE INDUSTRIES, BY REGION, 2016–2019 (USD MILLION)

TABLE 45 POLYMER EMULSION MARKET SIZE IN OTHER END-USE INDUSTRIES, BY REGION, 2020–2025 (USD MILLION)

## 10 POLYMER EMULSION MARKET, BY REGION

### 10.1 INTRODUCTION

FIGURE 31 ASIA PACIFIC TO REGISTER THE HIGHEST CAGR IN THE POLYMER EMULSION MARKET

TABLE 46 POLYMER EMULSION MARKET SIZE, BY REGION, 2016–2019 (KILO TON)

TABLE 47 POLYMER EMULSION MARKET SIZE, BY REGION, 2020–2025 (KILO TON)

TABLE 48 POLYMER EMULSION MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 49 POLYMER EMULSION MARKET SIZE, BY REGION, 2020-2025 (USD MILLION)

## 10.2 ASIA PACIFIC

FIGURE 32 ASIA PACIFIC: POLYMER EMULSION MARKET SNAPSHOT

TABLE 50 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2016–2019 (KILO TON)

TABLE 51 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2020–2025 (KILO TON)

TABLE 52 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 53 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2020-2025 (USD MILLION)

TABLE 54 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (KILO TON)

TABLE 55 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020-2025 (KILO TON)

TABLE 56 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016-2019 (USD MILLION)

TABLE 57 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020-2025 (USD MILLION)

TABLE 58 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 59 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020-2025 (USD MILLION)

TABLE 60 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 61 ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020-2025 (USD MILLION)

### 10.2.1 CHINA

10.2.1.1 Expanding end-use industries and stringent government regulation are expected to drive the market

TABLE 62 CHINA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 63 CHINA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020-2025 (USD MILLION)

TABLE 64 CHINA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 65 CHINA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020-2025 (USD MILLION)

TABLE 66 CHINA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 67 CHINA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020-2025 (USD MILLION)

#### 10.2.2 JAPAN

10.2.2.1 Shift towards water-based formulations is supporting growth of polymer emulsion market

TABLE 68 JAPAN: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 69 JAPAN: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020-2025 (USD MILLION)

TABLE 70 JAPAN: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 71 JAPAN: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020-2025 (USD MILLION)

TABLE 72 JAPAN: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 73 JAPAN: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020-2025 (USD MILLION)

#### 10.2.3 INDIA

10.2.3.1 Rapid industrialization is driving the market in India

TABLE 74 INDIA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 75 INDIA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020-2025 (USD MILLION)

TABLE 76 INDIA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 77 INDIA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020-2025 (USD MILLION)

TABLE 78 INDIA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 79 INDIA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020-2025 (USD MILLION)

#### 10.2.4 MALAYSIA

10.2.4.1 Strong construction activities to drive the growth of polymer emulsion market

TABLE 80 MALAYSIA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 81 MALAYSIA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020-2025 (USD MILLION)

TABLE 82 MALAYSIA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 83 MALAYSIA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020-2025 (USD MILLION)

TABLE 84 MALAYSIA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 85 MALAYSIA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020-2025 (USD MILLION)

#### 10.2.5 SOUTH KOREA

10.2.5.1 Government's efforts to promote technology and manufacturing industries to drive the demand for polymer emulsion

TABLE 86 SOUTH KOREA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 87 SOUTH KOREA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 88 SOUTH KOREA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 89 SOUTH KOREA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020-2025 (USD MILLION)

TABLE 90 SOUTH KOREA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 91 SOUTH KOREA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020-2025 (USD MILLION)

#### 10.2.6 REST OF ASIA PACIFIC

TABLE 92 REST OF ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 93 REST OF ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020-2025 (USD MILLION)

TABLE 94 REST OF ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 95 REST OF ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020-2025 (USD MILLION)

TABLE 96 REST OF ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 97 REST OF ASIA PACIFIC: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020-2025 (USD MILLION)

#### 10.3 EUROPE

##### 10.3.1 IMPACT OF COVID-19 ON EUROPE

FIGURE 33 EUROPE: POLYMER EMULSION MARKET SNAPSHOT

TABLE 98 EUROPE: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2016–2019 (KILO TON)

TABLE 99 EUROPE: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2020–2025 (KILO TON)

TABLE 100 EUROPE: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 101 EUROPE: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 102 EUROPE: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (KILO TON)

TABLE 103 EUROPE: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (KILO TON)

TABLE 104 EUROPE: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 105 EUROPE: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 106 EUROPE: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 107 EUROPE: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 108 EUROPE: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 109 EUROPE: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

#### 10.3.2 GERMANY

10.3.2.1 Strong economy and manufacturing sector drives the demand for polymer emulsion

TABLE 110 GERMANY: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 111 GERMANY: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 112 GERMANY: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 113 GERMANY: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 114 GERMANY: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 115 GERMANY: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)



### 10.3.3 FRANCE

10.3.3.1 Stringent regulations to reduce VOC emissions to drive the market

TABLE 116 FRANCE: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 117 FRANCE: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 118 FRANCE: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 119 FRANCE: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 120 FRANCE: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 121 FRANCE: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

### 10.3.4 UK

10.3.4.1 Expansion in construction and packaging to drive the demand for polymer emulsion

TABLE 122 UK: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 123 UK: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 124 UK: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 125 UK: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 126 UK: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 127 UK: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

### 10.3.5 RUSSIA

10.3.5.1 Stable economic growth and increasing investment to expand end-use industries of polymer emulsion

TABLE 128 RUSSIA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 129 RUSSIA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 130 RUSSIA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 131 RUSSIA: POLYMER EMULSION MARKET SIZE, BY APPLICATION,



2020–2025 (USD MILLION)

TABLE 132 RUSSIA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 133 RUSSIA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

#### 10.3.6 TURKEY

10.3.6.1 Strong economic growth and expansion of end-use industries to drive the polymer emulsion market

TABLE 134 TURKEY: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 135 TURKEY: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 136 TURKEY: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 137 TURKEY: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 138 TURKEY: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 139 TURKEY: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

#### 10.3.7 ITALY

10.3.7.1 Stringent regulations on VOC content and growing awareness about environment-friendly products to drive the demand

TABLE 140 ITALY: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 141 ITALY: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 142 ITALY: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 143 ITALY: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 144 ITALY: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 145 ITALY: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

#### 10.3.8 REST OF EUROPE

TABLE 146 REST OF EUROPE: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 147 REST OF EUROPE: POLYMER EMULSION MARKET SIZE, BY TYPE,

2020–2025 (USD MILLION)

TABLE 148 REST OF EUROPE: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 149 REST OF EUROPE: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 150 REST OF EUROPE: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 151 REST OF EUROPE: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

#### 10.4 NORTH AMERICA

##### 10.4.1 IMPACT OF COVID-19 IN NORTH AMERICA

FIGURE 34 NORTH AMERICA: POLYMER EMULSION MARKET SNAPSHOT

TABLE 152 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2016–2019 (KILO TON)

TABLE 153 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2020–2025 (KILO TON)

TABLE 154 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 155 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 156 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (KILO TON)

TABLE 157 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (KILO TON)

TABLE 158 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 159 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 160 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 161 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 162 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 163 NORTH AMERICA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

##### 10.4.2 US

10.4.2.1 Strong economic growth and stringent regulation for VOC emission is expected to drive the market of polymer emulsion

TABLE 164 US: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 165 US: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 166 US: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 167 US: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 168 US: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 169 US: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

#### 10.4.3 CANADA

10.4.3.1 Increase in investment in the oil & gas industry is boosting the polymer emulsion market in Canada

TABLE 170 CANADA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 171 CANADA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 172 CANADA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 173 CANADA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 174 CANADA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 175 CANADA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

#### 10.4.4 MEXICO

10.4.4.1 Expansion in end-use industries is expected to drive the market for polymer emulsion

TABLE 176 MEXICO: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 177 MEXICO: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 178 MEXICO: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 179 MEXICO: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 180 MEXICO: POLYMER EMULSION MARKET SIZE, BY END USE

INDUSTRY, 2016–2019 (USD MILLION)

TABLE 181 MEXICO: POLYMER EMULSION MARKET SIZE, BY END USE

INDUSTRY, 2020–2025 (USD MILLION)

10.5 MIDDLE EAST & AFRICA

10.5.1 IMPACT OF COVID-19 ON MIDDLE EAST & AFRICA

FIGURE 35 MIDDLE EAST & AFRICA: SILICONE MARKET SNAPSHOT

TABLE 182 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2016–2019 (KILO TON)

TABLE 183 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2020–2025 (KILO TON)

TABLE 184 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 185 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 186 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (KILO TON)

TABLE 187 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (KILO TON)

TABLE 188 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 189 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 190 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 191 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 192 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 193 MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

10.5.2 SAUDI ARABIA

10.5.2.1 Efforts to diversify oil-based economy and strong economic growth will increase the demand for polymer emulsion

TABLE 194 SAUDI ARABIA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 195 SAUDI ARABIA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 196 SAUDI ARABIA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 197 SAUDI ARABIA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 198 SAUDI ARABIA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 199 SAUDI ARABIA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

#### 10.5.3 IRAN

10.5.3.1 Lifting of sanctions is expected to boost its industrial base and construction sector

TABLE 200 IRAN: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 201 IRAN: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 202 IRAN: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 203 IRAN: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 204 IRAN: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 205 IRAN: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

#### 10.5.4 UAE

TABLE 206 UAE: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 207 UAE: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 208 UAE: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 209 UAE: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 210 UAE: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 211 UAE: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

#### 10.5.5 REST OF MIDDLE EAST & AFRICA

TABLE 212 REST OF MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 213 REST OF MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 214 REST OF MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 215 REST OF MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 216 REST OF MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 217 REST OF MIDDLE EAST & AFRICA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

## 10.6 SOUTH AMERICA

### 10.6.1 IMPACT OF COVID-19 ON SOUTH AMERICA

FIGURE 36 SOUTH AMERICA: POLYMER EMULSION MARKET SNAPSHOT

TABLE 218 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2016–2019 (KILO TON)

TABLE 219 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2020–2025 (KILO TON)

TABLE 220 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 221 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 222 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (KILO TON)

TABLE 223 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (KILO TON)

TABLE 224 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 225 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 226 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 227 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 228 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 229 SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

### 10.6.2 BRAZIL

10.6.2.1 Rebound in economic growth likely to boost demand for polymer emulsion in paints & coatings

TABLE 230 BRAZIL: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019



(USD MILLION)

TABLE 231 BRAZIL: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025

(USD MILLION)

TABLE 232 BRAZIL: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 233 BRAZIL: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 234 BRAZIL: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 235 BRAZIL: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

### 10.6.3 ARGENTINA

10.6.3.1 Revival of economic growth to drive demand in automotive and construction industries

TABLE 236 ARGENTINA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 237 ARGENTINA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 238 ARGENTINA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 239 ARGENTINA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 240 ARGENTINA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 241 ARGENTINA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)

### 10.6.4 REST OF SOUTH AMERICA

TABLE 242 REST OF SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 243 REST OF SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY TYPE, 2020–2025 (USD MILLION)

TABLE 244 REST OF SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 245 REST OF SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 246 REST OF SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2016–2019 (USD MILLION)

TABLE 247 REST OF SOUTH AMERICA: POLYMER EMULSION MARKET SIZE, BY END USE INDUSTRY, 2020–2025 (USD MILLION)



## **11 COMPETITIVE LANDSCAPE**

### **11.1 INTRODUCTION**

FIGURE 37 MARKET RANKING ANALYSIS

TABLE 248 TOP 5 COMPANIES: MARKET SHARE

FIGURE 38 COMPANIES PRIMARILY ADOPTED ORGANIC GROWTH STRATEGIES  
(2016–2020)

### **11.2 COMPETITIVE LEADERSHIP MAPPING**

11.2.1 DYNAMICS DIFFERENTIATORS

11.2.2 INNOVATORS

11.2.3 VISIONARY LEADERS

11.2.4 EMERGING

FIGURE 39 POLYMER EMULSION: COMPETITIVE LEADERSHIP MAPPING, 2019

### **11.3 COMPETITIVE SITUATION AND TRENDS**

11.3.1 EXPANSIONS

TABLE 249 EXPANSIONS, 2016–2020

11.3.2 ACQUISITIONS

TABLE 250 ACQUISITIONS, 2018–2020

11.3.3 AGREEMENTS

TABLE 251 AGREEMENTS, 2017–2020

11.3.4 NEW PRODUCT DEVELOPMENTS

TABLE 252 NEW PRODUCT DEVELOPMENTS, 2016–2020

## **12 COMPANY PROFILES**

(Business Overview, Products Offered, Recent Developments, SWOT Analysis, Winning Imperatives, Current Focus and Strategies, Threat From Competition, Right To Win)\*

### **12.1 THE DOW CHEMICAL COMPANY**

FIGURE 40 THE DOW CHEMICAL COMPANY: COMPANY SNAPSHOT

FIGURE 41 THE DOW CHEMICAL COMPANY: SWOT ANALYSIS

### **12.2 BASF SE**

FIGURE 42 BASF SE: COMPANY SNAPSHOT

FIGURE 43 BASF SE: SWOT ANALYSIS

### **12.3 CELANESE CORPORATION**

FIGURE 44 CELANESE CORPORATION: COMPANY SNAPSHOT

FIGURE 45 CELANESE CORPORATION: SWOT ANALYSIS

### **12.4 ARKEMA GROUP**

FIGURE 46 ARKEMA GROUP: COMPANY SNAPSHOT

FIGURE 47 ARKEMA GROUP: SWOT ANALYSIS

12.5 DIC CORPORATION

FIGURE 48 DIC CORPORATION: COMPANY SNAPSHOT

FIGURE 49 DIC CORPORATION: SWOT ANALYSIS

12.6 WACKER CHEMIE AG

FIGURE 50 WACKER CHEMIE AG: COMPANY SNAPSHOT

12.7 SYNTHOMER PLC

FIGURE 51 SYNTHOMER PLC: COMPANY SNAPSHOT

12.8 TRINSEO

FIGURE 52 TRINSEO: COMPANY SNAPSHOT

12.9 THE LUBRIZOL CORPORATION

FIGURE 53 THE LUBRIZOL CORPORATION: COMPANY SNAPSHOT

12.10 ASAHI KASEI CORPORATION

FIGURE 54 ASAHI KASEI CORPORATION: COMPANY SNAPSHOT

\*Business Overview, Products Offered, Recent Developments, SWOT Analysis, Winning Imperatives, Current Focus and Strategies, Threat From Competition, Right To Win might not be captured in case of unlisted companies.

12.11 ADDITIONAL COMPANY PROFILES

12.11.1 MOMENTIVE PERFORMANCE MATERIALS INC.

12.11.2 DSM

12.11.3 ALLNEX

12.11.4 DAIREN CHEMICAL CORPORATION

12.11.5 HALLTECH INC.

12.11.6 MALLARD CREEK POLYMERS, INC.

12.11.7 STANCHEM POLYMERS

12.11.8 SPECIALTY POLYMERS, INC.

12.11.9 VISEN INDUSTRIES LIMITED

12.11.10 ZSCHIMMER & SCHWARZ

12.11.11 CYTEC (SOLVAY)

12.11.12 KAMSONS CHEMICALS PVT. LTD.

12.11.13 SCOTT BADER COMPANY LTD.

12.11.14 APCOTEX INDUSTRIES LIMITED

12.11.15 PEXICHEM PRIVATE LIMITED

## **13 ADJACENT MARKETS**

13.1 EMULSION ADHESIVE MARKET

13.1.1 INTRODUCTION

TABLE 253 EMULSION ADHESIVES MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

TABLE 254 EMULSION ADHESIVES MARKET SIZE, BY REGION, 2015–2022 (KILO TON)

TABLE 255 EMULSION ADHESIVES MARKET SIZE, BY RESIN TYPE, 2015–2022 (USD MILLION)

TABLE 256 EMULSION ADHESIVES MARKET, BY RESIN TYPE, 2015–2022 (KILO TON)

TABLE 257 EMULSION ADHESIVES MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

TABLE 258 EMULSION ADHESIVES MARKET SIZE, BY APPLICATION, 2015–2022 (KILO TON)

### 13.2 ACRYLIC EMULSION MARKET

#### 13.2.1 INTRODUCTION

TABLE 259 ACRYLIC EMULSIONS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

TABLE 260 ACRYLIC EMULSIONS MARKET SIZE, BY REGION, 2015–2022 (KILO TON)

TABLE 261 ACRYLIC EMULSIONS MARKET SIZE, BY TYPE, 2015–2022 (USD MILLION)

TABLE 262 ACRYLIC EMULSIONS MARKET SIZE, BY TYPE, 2015–2022 (KILO TON)

TABLE 263 ACRYLIC EMULSIONS MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

TABLE 264 ACRYLIC EMULSIONS MARKET SIZE, BY APPLICATION, 2015–2022 (KILO TON)

### 13.3 POLYMER DISPERSION MARKET

#### 13.3.1 INTRODUCTION

TABLE 265 POLYMER DISPERSIONS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

TABLE 266 POLYMER DISPERSION MARKET SIZE, BY REGION, 2015–2022 (KILO TON)

TABLE 267 POLYMER DISPERSIONS MARKET SIZE, BY RESIN TYPE, 2015–2022 (USD MILLION)

TABLE 268 POLYMER DISPERSION MARKET SIZE, BY RESIN TYPE, 2015–2022 (KILO TON)

TABLE 269 POLYMER DISPERSION MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

TABLE 270 POLYMER DISPERSION MARKET SIZE, BY APPLICATION, 2015–2022 (KILO TON)

## **14 APPENDIX**

14.1 INSIGHTS FROM INDUSTRY EXPERTS

14.2 DISCUSSION GUIDE

14.3 KNOWLEDGE STORE: MARKETSANDMARKETS SUBSCRIPTION PORTAL

14.4 AVAILABLE CUSTOMIZATIONS

14.5 RELATED REPORTS

14.6 AUTHOR DETAILS

## About

EPs include four major types of polymers, acrylic emulsions, vinyl emulsions, and SB latex or SB latex emulsions. 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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Application (Paints & Coatings, Adhesives & Sealants, Paper & Paperboard) End Use  
Industry (Buildings & Construction, Automotive, Textile & Coatings) - Global Forecast to  
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