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Hot Melt Adhesives Market by Product Type (EVA, SBC, APAO & POE, PU), by Application (Packaging, Non-Woven/Disposables, Pressure Sensitive Applications & Construction), by Region (North America, Europe, Asia-Pacific, & Row) - Global Trends & Forecast to 2020

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Abstracts

“The increasing need for high standard performance across all modern applications is driving the market for hot melt adhesives “

The global hot melt adhesives market is projected to reach USD 9.64 billion by 2020, registering a CAGR of 5.73% between 2015 and 2020. Shift from the traditional solvent-based adhesives toward the use of high-performance products such as hot melts globally is one of the key reasons for the growth of the hot melt adhesives market. The major reasons for this shift are that while using HMAs volatile organic compounds are reduced or eliminated and HMAs has long shelf life and usually can be disposed of without special precautions.

“Polyurethane: The fastest-growing product type for hot melt adhesives”

Polyurethane is the fastest-growing product type, as it is helpful in bonding non porous materials such as metal to wood or mirrors to walls. The other major advantage of polyurethane is that it does not contain solvents and is a low volatile organic compound producer which allows it be used as a raw material in manufacturing of hot melt adhesives. The polyurethane hot melt adhesives are used in end-use industries such as shoe making, paper packaging, and bookbinding.

"Asia-Pacific: The fastest-growing market for hot melt adhesives"

Asia-Pacific is estimated to be the fastest-growing market for hot melt adhesives market. The growth of the market in the region is attributed to expansion of production capacity, high demand for end-use products, and others. With the recent expansion activities by key players in the Asia-Pacific region; the demand for hot melt adhesives in this region is projected to register the highest CAGR between 2015 and 2020.

This study has been validated through primaries conducted with various industry experts globally. These primary sources have been divided under three categories: By Company; By Designation; and By Region.

By Company Type- Tier 1- 34%, Tier 2- 33% and Tier 3- 33%

By Designation- C Level- 12%, Director Level- 25% and Others- 63%

By Region- North America- 12%, Europe- 12%, Asia-Pacific- 63%, and RoW- 13%

The report also provides company profiles and competitive strategies adopted by the major market players, such as The 3M Company (U.S.), Ashland Inc. (U.S.), Bostik S.A. (France), Dow Corning (U.S.), H.B. Fuller Company (U.S.), Henkel AG & Company (Germany), Jowat AG (Germany), Sika AG (Switzerland), and Toyobo Co., Ltd. (Japan) among others.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the hot melt adhesives market comprehensively and provides the closest approximations of the revenue for the overall market and the sub segments across the different verticals and regions.
2. The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, and opportunities.
3. This report helps stakeholders to better understand the competitor and gain more insights about the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, mergers and acquisitions.

Contents

8 HMAS MARKET, BY APPLICATION

9 HMAS MARKET, BY REGION

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10 COMPETITIVE LANDSCAPE

11 COMPANY PROFILES

(Overview, Financial*, Products & Services, Strategy, and Developments)

*Details might not be captured in case of unlisted companies.

12 APPENDIX

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List Of Tables

LIST OF TABLES

LIST OF Figure S

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About

The report, “Hot Melt Adhesives Market by Type (EVA, Styrenic Block Copolymers, Polyolefin, Polyurethane, Polyamide and Others), by Application (Packaging, Non-Woven, Pressure Sensitive, Construction, Bookbinding and Others) and by Region - Global Trends & Forecasts to 2019” defines and segments the hot melt adhesives market with analysis and forecast of the market size.

Hot melt adhesives market is projected to register a market size in terms of value of $7.5 Billion by 2019, signifying firm annualized growth of 6% between 2014 and 2019.

The hot melt adhesives market in Asia-Pacific is projected to register the fastest-growth mainly due to the presence of emerging economies such as China and India as well as emerging activities in the electronics, transportation, energy, and industrial sectors. Asia-Pacific is the second largest market for hot melt adhesives, and accounted for a share of around 30% of the global market share in terms of volume in 2013 which was majorly contributed by China. It is also estimated that India is the fastest-growing market for hot melt adhesives in the region owing to growing population, vast economies developed as well as developing, favorable investment policies, and government initiatives to promote industrial growth.

The polyolefins are the fastest growing product of hot melt adhesives. North America and Europe are currently the largest consumers of polyolefins, and together accounted for a share of more than 60% of the total polyolefin market size in 2013. The major type of polyolefins used in HMA is Amorphous Poly Alpha Olefin (APAO). APAO hot melt adhesives offer good resistance to acid and solvents with better cost effectiveness than EVA based HMA. In recent years, polyolefin HMA are manufactured in the presence of metallocene as a catalyst. These metallocene based polyolefins have shown a good performance in the packaging industry.

The packaging industry is one of the largest end-user industries of hot melt adhesives and this trend is projected to continue in the near future. North America is the biggest market for packaging industry, and accounted for a share of more than 40% of the total market size in 2013. It is also estimated that U.S. followed by Canada and Mexico are the fast-growing markets of hot melt adhesives for packaging industry in the region.

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