

# **Polyurethane Market by Raw Material (MDI, TDI, Polyols), Product (Coatings, Adhesives & Sealants, Flexible & Rigid Foams, Elastomers), End User (Building & Construction, Automotive & Transportation, Bedding & Furniture) - Global Forecast to 2021**

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## **Abstracts**

“The global market for polyurethane is projected to grow at a CAGR of 5.6% from 2016 to 2021”

The global polyurethane market is projected to reach USD 56.76 billion by 2021, at a CAGR of 5.6%, from 2016 to 2021. The growing middle class with increasing disposable incomes, and rising urbanization supplemented strongly by investments in infrastructure is driving the global polyurethane market. The risk of exposure and environmental impact of the raw materials restrain the polyurethane market.

“Flexible foam segment is the largest product segment of the polyurethane market”

The flexible foam segment is the largest market in the product segment of polyurethane and is estimated to remain the largest till 2021. The use of flexible foam in beddings, automobile interiors, and footwear is leading the market, which is projected to remain the largest market during the forecast period. The major driver in the flexible foam market is the use of memory foam, which has revitalized the bedding segment. This market has also been boosted by the growing expenditure in residential construction.

“Rising demand from Asia-Pacific is a major driver in the polyurethane market”

In 2015, the Asia-Pacific region was the largest polyurethane market, in terms of volume. It is estimated to retain market leadership during the forecast period. China and South Korea are the two major markets for polyurethane in this region. The growing automotive industry, along with several new OEM's setting shop in the country is driving the market in the Asia-Pacific region, resulting in a high demand for polyurethane. In addition, growing infrastructure is likely to drive the demand for polyurethane in the ASEAN countries.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted.

The break-up of primary interviews is given below:

By Company Type - Tier 1 - 41%, Tier 2 – 27%, and Others - 32%

By Designation - C level – 36%, Director level - 27%, and Others - 36%

By Region - North America - 32%, Europe - 27%, Asia-Pacific - 23%, South America - 9%, and Middle East and Africa – 9%

The key companies profiled in this market research report are, Covestro AG (Germany), BASF SE (Germany), The Dow Chemical Company (U.S.), Wanhua Chemical Group Co. Ltd. (China), Huntsman Corporation (U.S.), Mitsui Chemicals Inc. (Japan), Chemtura Corporation (U.S.), Tosoh Corporation (Japan), Manali Petrochemicals Limited (India), and Woodbridge Foam Corporation (Canada).

#### Research Coverage:

The report provides an analysis of the global polyurethane market and its applications across different industry verticals and regions. It aims at estimating the market size and future growth potential of this market across different segments such as, raw material type, product type, end-user, and region. Furthermore, the report also includes an in-depth competitive analysis of the key players in the market along with their company profiles, SWOT analysis, recent developments, and key market strategies.

#### Reasons to Buy the Report

The report will help the market leaders/new entrants in this market by providing them the closest approximations of the revenues for the overall polyurethane market and the subsegments. This report will help stakeholders better understand the competitor landscape and gain more insights to better position their businesses and make suitable go-to-market strategies. The report will also help the stakeholders understand the pulse of the market and provide them information on the key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on polyurethane offered by the top players in the global polyurethane market

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

**Market Development:** Comprehensive information about lucrative emerging markets – the report analyzes the markets for polyurethane across regions

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the global polyurethane market

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

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 PACKAGE SIZE
- 1.6 LIMITATIONS
- 1.7 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1.1 SECONDARY DATA
  - 2.1.1.1 Key data from secondary sources
- 2.1.2 PRIMARY DATA
  - 2.1.2.1 key data from primary sources
  - 2.1.2.2 Key Industry Insights
- 2.2 MARKET SIZE ESTIMATION
  - 2.2.1 BOTTOM-UP APPROACH
  - 2.2.2 TOP-DOWN APPROACH
- 2.3 DATA TRIANGULATION
- 2.4 ASSUMPTIONS AND LIMITATIONS
  - 2.4.1 ASSUMPTIONS

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES FOR MARKET PLAYERS
- 4.2 POLYURETHANE MARKET, BY END-USER
- 4.3 POLYURETHANE MARKET: DEVELOPED VS. DEVELOPING COUNTRIES BETWEEN 2016 AND 2021
- 4.4 ASIA-PACIFIC POLYURETHANE MARKET: MAJOR PRODUCT TYPE VS. MAJOR COUNTRIES
- 4.5 CHINA DOMINATES GLOBAL POLYURETHANE MARKET IN 2015

## **5 MARKET OVERVIEW**

### **5.1 INTRODUCTION**

### **5.2 MARKET SEGMENTATION**

#### **5.2.1 BY RAW MATERIAL**

#### **5.2.2 BY PRODUCT**

#### **5.2.3 BY END-USER**

#### **5.2.4 BY REGION**

### **5.3 MARKET DYNAMICS**

#### **5.3.1 DRIVERS**

5.3.1.1 Growth of automotive and construction industries in emerging countries

5.3.1.2 Memory foam revives bedding segment

5.3.1.3 Versatility and unique physical properties of polyurethane

5.3.1.4 Increasing use of polyurethane in refrigeration applications

#### **5.3.2 RESTRAINTS**

5.3.2.1 Exposure to risks and environmental concerns

5.3.2.2 Increasing demand for acid-epoxy coatings

#### **5.3.3 OPPORTUNITIES**

5.3.3.1 Growing demand for low-VOC, green, and sustainable polyurethane

5.3.3.2 Increase in polyurethane recycling and recovery

5.3.3.3 Growing healthcare industry

#### **5.3.4 CHALLENGES**

5.3.4.1 New bio-based feedstock for polyurethane

5.3.4.2 Volatility in crude oil prices

## **6 INDUSTRY TRENDS**

### **6.1 INTRODUCTION**

### **6.2 VALUE-CHAIN ANALYSIS**

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

#### **6.3.1 INTENSITY OF COMPETITIVE RIVALRY**

#### **6.3.2 BARGAINING POWER OF BUYERS**

#### **6.3.3 BARGAINING POWER OF SUPPLIERS**

#### **6.3.4 THREAT OF SUBSTITUTES**

#### **6.3.5 THREAT OF NEW ENTRANTS**

### **6.4 MACRO ECONOMIC OVERVIEW AND KEY TRENDS**

### **6.5 GDP TRENDS AND FORECAST**

### **6.6 TRENDS AND FORECAST OF CONSTRUCTION INDUSTRY**

#### 6.6.1 TRENDS AND FORECAST OF CONSTRUCTION INDUSTRY IN NORTH AMERICA

#### 6.6.2 TRENDS AND FORECAST OF CONSTRUCTION INDUSTRY IN EUROPE

#### 6.6.3 TRENDS AND FORECAST OF CONSTRUCTION INDUSTRY IN ASIA-PACIFIC

#### 6.6.4 TRENDS AND FORECAST OF CONSTRUCTION INDUSTRY IN ME&A

#### 6.6.5 TRENDS AND FORECAST OF CONSTRUCTION INDUSTRY IN SOUTH AMERICA

#### 6.7 TRENDS IN AUTOMOTIVE INDUSTRY

### **7 POLYURETHANE MARKET, BY RAW MATERIAL**

#### 7.1 INTRODUCTION

#### 7.2 TOLUENE DIISOCYANATE (TDI)

#### 7.3 METHYLENE DIPHENYL DIISOCYANATE (MDI)

#### 7.4 POLYOLS

#### 7.5 OTHERS

### **8 POLYURETHANE MARKET, BY PRODUCT**

#### 8.1 INTRODUCTION

#### 8.2 COATINGS

#### 8.3 ADHESIVES & SEALANTS

#### 8.4 FLEXIBLE FOAM

#### 8.5 RIGID FOAM

#### 8.6 ELASTOMERS

#### 8.7 OTHERS

### **9 POLYURETHANE MARKET, BY END-USER**

#### 9.1 INTRODUCTION

#### 9.2 BEDDING & FURNITURE

#### 9.3 BUILDING & CONSTRUCTION

#### 9.4 APPLIANCES & WHITE GOODS

#### 9.5 AUTOMOTIVE & TRANSPORTATION

#### 9.6 FOOTWEAR

#### 9.7 OTHERS

### **10 POLYURETHANE MARKET, BY REGION**

## 10.1 INTRODUCTION

## 10.2 ASIA-PACIFIC

### 10.2.1 POLYURETHANE MARKET, BY RAW MATERIAL

### 10.2.2 POLYURETHANE MARKET, BY PRODUCT

### 10.2.3 POLYURETHANE MARKET, BY COUNTRY

#### 10.2.3.1 China

#### 10.2.3.2 Japan

#### 10.2.3.3 India

#### 10.2.3.4 South Korea

#### 10.2.3.5 Taiwan

#### 10.2.3.6 Singapore

#### 10.2.3.7 Thailand

#### 10.2.3.8 Vietnam

#### 10.2.3.9 Rest of Asia-Pacific

## 10.3 NORTH AMERICA

### 10.3.1 POLYURETHANE MARKET, BY RAW MATERIAL

### 10.3.2 POLYURETHANE MARKET, BY PRODUCT

### 10.3.3 NORTH AMERICA POLYURETHANE MARKET, BY COUNTRY

#### 10.3.3.1 U.S.

#### 10.3.3.2 Mexico

#### 10.3.3.3 Canada

## 10.4 EUROPE

### 10.4.1 RAW MATERIAL MARKET

### 10.4.2 PRODUCT MARKET

### 10.4.3 POLYURETHANE MARKET, BY COUNTRY

#### 10.4.3.1 Germany

#### 10.4.3.2 France

#### 10.4.3.3 U.K.

#### 10.4.3.4 Italy

#### 10.4.3.5 Russia

#### 10.4.3.6 Turkey

#### 10.4.3.7 Rest of Europe

## 10.5 MIDDLE EAST & AFRICA

### 10.5.1 POLYURETHANE MARKET SIZE, BY RAW MATERIAL

### 10.5.2 POLYURETHANE MARKET SIZE, BY PRODUCT

### 10.5.3 POLYURETHANE MARKET, BY COUNTRY

#### 10.5.3.1 UAE

#### 10.5.3.2 Saudi Arabia

#### 10.5.3.3 Africa

10.5.3.4 Rest of Middle East & Africa

## 10.6 SOUTH AMERICA

10.6.1 POLYURETHANE MARKET SIZE, BY RAW MATERIAL

10.6.2 POLYURETHANE MARKET SIZE, BY PRODUCT

10.6.3 POLYURETHANE MARKET, BY COUNTRY

10.6.3.1 Brazil

10.6.3.2 Argentina

10.6.3.3 Rest of South America

## 11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 INVESTMENTS & EXPANSIONS

11.3 NEW PRODUCT LAUNCH

11.4 MERGERS & ACQUISITIONS

11.5 PARTNERSHIP/JOINT VENTURE

11.6 MARKET SHARE ANALYSIS

11.6.1 COVESTRO AG LEADS GLOBAL POLYURETHANE MARKET

## 12 COMPANY PROFILES

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

12.1 COVESTRO AG

12.2 BASF SE

12.3 HUNTSMAN CORPORATION

12.4 THE DOW CHEMICAL COMPANY

12.5 WANHUA CHEMICAL GROUP CO., LTD.

12.6 MITSUI CHEMICALS INC.

12.7 CHEMTURA CORPORATION

12.8 TOSOH CORPORATION

12.9 MANALI PETROCHEMICALS LTD.

12.10 WOODBRIDGE FOAM CORPORATION

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

## 13 APPENDIX

13.1 DISCUSSION GUIDE



13.1 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

13.2 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

13.3 AVAILABLE CUSTOMIZATIONS

13.4 RELATED REPORTS

13.5 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

Table 1	POLYURETHANE MARKET SNAPSHOT (2016 VS. 2021)
Table 2	POLYURETHANE MARKET, BY RAW MATERIAL
Table 3	POLYURETHANE MARKET, BY PRODUCT
Table 4	POLYURETHANE MARKET, BY END-USER
Table 5	GDP TRENDS AND FORECAST, USD BILLION (2015–2021)
Table 6	GDP CONTRIBUTION OF CONSTRUCTION INDUSTRY IN NORTH AMERICA, USD BILLION (2014–2021)
Table 7	GDP CONTRIBUTION OF CONSTRUCTION INDUSTRY IN EUROPE, USD BILLION (2014–2021)
Table 8	GDP CONTRIBUTION OF CONSTRUCTION INDUSTRY IN ASIA-PACIFIC, USD BILLION (2014–2021)
Table 9	GDP CONTRIBUTION OF CONSTRUCTION INDUSTRY IN ME&A, USD BILLION (2014–2021)
Table 10	GDP CONTRIBUTION OF CONSTRUCTION INDUSTRY IN SOUTH AMERICA, USD BILLION (2014–2021)
Table 11	GLOBAL AUTOMOTIVE PRODUCTION, MILLION UNITS (2011-2015)
Table 12	POLYURETHANE MARKET SIZE, BY RAW MATERIAL, 2014–2021 (USD BILLION)
Table 13	POLYURETHANE MARKET SIZE, BY RAW MATERIAL, 2014–2021 (KILOTON)
Table 14	TDI MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)
Table 15	TDI MARKET SIZE, BY REGION, 2014–2021 (KILOTON)
Table 16	MDI MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)
Table 17	MDI MARKET SIZE, BY REGION, 2014–2021 (KILOTON)
Table 18	POLOYOLS MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)
Table 19	POLYOLS MARKET SIZE, BY REGION, 2014–2021 (KILOTON)
Table 20	OTHERS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)
Table 21	OTHERS MARKET SIZE, BY REGION, 2014–2021 (KILOTON)
Table 22	POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (USD BILLION)
Table 23	POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (KILOTON)
Table 24	COATINGS: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)
Table 25	COATINGS: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 26 ADHESIVES & SEALANTS: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 27 ADHESIVES & SEALANTS: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 28 FLEXIBLE FOAM: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 29 FLEXIBLE FOAM: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 30 RIGID FOAM: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 31 RIGID FOAM: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 32 ELASTOMERS: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 33 ELASTOMERS: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 34 OTHERS PRODUCT SEGMENT: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 35 OTHERS PRODUCT SEGMENT: POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 36 POLYURETHANE MARKET SIZE, BY END-USER, 2014–2021 (USD BILLION)

Table 37 POLYURETHANE MARKET SIZE, BY END-USER, 2014–2026 (KILOTON)

Table 38 POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 39 POLYURETHANE MARKET SIZE, BY REGION, 2014–2021 (KILOTON)

Table 40 ASIA-PACIFIC: POLYURETHANE MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 41 ASIA-PACIFIC: POLYURETHANE MARKET SIZE, BY COUNTRY, 2014–2021 (KILOTON)

Table 42 ASIA-PACIFIC: POLYURETHANE MARKET SIZE, BY RAW MATERIAL, 2014–2021 (USD BILLION)

Table 43 ASIA-PACIFIC: POLYURETHANE MARKET SIZE, BY RAW MATERIAL, 2014–2021 (KILOTON)

Table 44 ASIA-PACIFIC: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (USD BILLION)

Table 45 ASIA-PACIFIC: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (KILOTON)

Table 46 CHINA: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (USD BILLION)

Table 47 CHINA: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(KILOTON)

Table 48 JAPAN: POLYURETHANE MARKET SIZE, BY PRODUCT TYPE, 2014–2021  
(USD MILLION)

Table 49 JAPAN: POLYURETHANE MARKET SIZE, BY PRODUCT TYPE, 2014–2021  
(KILOTON)

Table 50 INDIA: POLYURETHANE MARKET SIZE, BY PRODUCT TYPE, 2014–2021  
(USD MILLION)

Table 51 INDIA: POLYURETHANE MARKET SIZE, BY PRODUCT TYPE, 2014–2021  
(KILOTON)

Table 52 SOUTH KOREA: POLYURETHANE MARKET SIZE, BY PRODUCT TYPE,  
2014–2021 (USD MILLION)

Table 53 SOUTH KOREA: POLYURETHANE MARKET SIZE, BY PRODUCT TYPE,  
2014–2021 (KILOTON)

Table 54 TAIWAN: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021

Table 55 SINGAPORE: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021

Table 56 THAILAND: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021

Table 57 VIETNAM: POLYURETHANE MARKET SIZE, 2014–2021

Table 58 REST OF ASIA-PACIFIC: POLYURETHANE MARKET SIZE, BY PRODUCT,  
2014–2021

Table 59 NORTH AMERICA: POLYURETHANE MARKET SIZE, BY COUNTRY,  
2014–2021 (USD MILLION)

Table 60 NORTH AMERICA: POLYURETHANE MARKET SIZE, BY COUNTRY,  
2014–2021 (KILOTON)

Table 61 NORTH AMERICA: POLYURETHANE MARKET SIZE, BY RAW MATERIAL,  
2014–2021 (USD BILLION)

Table 62 NORTH AMERICA: POLYURETHANE MARKET SIZE, BY RAW MATERIAL,  
2014–2021 (KILOTON)

Table 63 NORTH AMERICA: POLYURETHANE MARKET SIZE, BY PRODUCT,  
2014–2021 (USD MILLION)

Table 64 NORTH AMERICA: POLYURETHANE MARKET SIZE, BY PRODUCT,  
2014–2021 (KILOTON)

Table 65 U.S.: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (USD  
MILLION)

Table 66 U.S.: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(KILOTON)

Table 67 MEXICO: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(USD MILLION)

Table 68 MEXICO: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021

(KILOTON)

Table 69 CANADA: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(USD MILLION)

Table 70 CANADA: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(KILOTON)

Table 71 EUROPE: POLYURETHANE MARKET SIZE, BY COUNTRY, 2014–2021  
(USD BILLION)

Table 72 EUROPE: POLYURETHANE MARKET SIZE, BY COUNTRY, 2014–2021  
(KILOTON)

Table 73 EUROPE: POLYURETHANE MARKET SIZE, BY RAW MATERIAL,  
2014–2021 (USD BILLION)

Table 74 EUROPE: POLYURETHANE MARKET SIZE, BY RAW MATERIAL,  
2014–2021 (KILOTON)

Table 75 EUROPE: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(USD BILLION)

Table 76 EUROPE: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(KILOTON)

Table 77 GERMANY: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(USD MILLION)

Table 78 GERMANY: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(KILOTON)

Table 79 FRANCE: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(USD MILLION)

Table 80 FRANCE: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(KILOTON)

Table 81 U.K.: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (USD  
MILLION)

Table 82 U.K.: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(KILOTON)

Table 83 ITALY: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (USD  
MILLION)

Table 84 ITALY: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(KILOTON)

Table 85 RUSSIA: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (USD  
MILLION)

Table 86 RUSSIA: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(KILOTON)

Table 87 TURKEY: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021  
(USD MILLION)

Table 88 TURKEY: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (KILOTON)

Table 89 REST OF EUROPE: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (USD MILLION)

Table 90 REST OF EUROPE: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (KILOTON)

Table 91 MIDDLE EAST & AFRICA: POLYURETHANE MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 92 MIDDLE EAST & AFRICA: POLYURETHANE MARKET SIZE, BY COUNTRY, 2014–2021 (KILOTON)

Table 93 MIDDLE EAST & AFRICA: POLYURETHANE MARKET SIZE, BY RAW MATERIAL, 2014–2021 (USD MILLION)

Table 94 MIDDLE EAST & AFRICA: POLYURETHANE MARKET SIZE, BY RAW MATERIAL, 2014–2021 (KILOTON)

Table 95 MIDDLE EAST & AFRICA: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (USD MILLION)

Table 96 MIDDLE EAST & AFRICA: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (KILOTON)

Table 97 UAE: POLYURETHANE MARKET SIZE, 2014–2021

Table 98 SAUDI ARABIA: POLYURETHANE MARKET SIZE, 2014–2021

Table 99 AFRICA: POLYURETHANE MARKET SIZE, 2014–2021

Table 100 REST OF MIDDLE EAST & AFRICA: POLYURETHANE MARKET SIZE, 2014–2021

Table 101 SOUTH AMERICA: POLYURETHANE MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 102 SOUTH AMERICA: POLYURETHANE MARKET SIZE, BY COUNTRY, 2014–2021 (KILOTON)

Table 103 SOUTH AMERICA: POLYURETHANE MARKET SIZE, BY RAW MATERIAL, 2014–2021 (USD MILLION)

Table 104 SOUTH AMERICA: POLYURETHANE MARKET SIZE, BY RAW MATERIAL, 2014–2021 (KILOTON)

Table 105 SOUTH AMERICA: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (USD MILLION)

Table 106 SOUTH AMERICA: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (KILOTON)

Table 107 BRAZIL: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (USD MILLION)

Table 108 BRAZIL: POLYURETHANE MARKET SIZE, BY PRODUCT, 2014–2021 (KILOTON)

Table 109 ARGENTINA: POLYURETHANE MARKET SIZE, 2014–2021

Table 110 REST OF SOUTH AMERICA: POLYURETHANE MARKET SIZE, 2014–2021

Table 111 INVESTMENTS & EXPANSIONS, 2012–2016

Table 112 NEW PRODUCT LAUNCHES, 2012–2016

Table 113 MERGERS & ACQUISITIONS, 2012–2016

Table 114 PARTNERSHIPS/JOINT VENTURES, 2012–2016



## List Of Figures

### LIST OF FIGURES

Figure 1 POLYURETHANE MARKET SEGMENTATION

Figure 2 POLYURETHANE MARKET: RESEARCH DESIGN

Figure 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

Figure 4 POLYURETHANE MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH

Figure 5 POLYURETHANE MARKET SIZE ESTIMATION: TOP-DOWN APPROACH

Figure 6 POLYURETHANE MARKET: DATA TRIANGULATION

Figure 7 ASIA-PACIFIC TO DOMINATE GLOBAL POLYURETHANE MARKET BETWEEN 2016-2021 (USD BILLION)

Figure 8 POLYOLS TO ACCOUNT FOR HIGHEST SHARE IN POLYURETHANE MARKET, BY RAW MATERIAL, BETWEEN 2016-2021 (USD BILLION)

Figure 9 FLEXIBLE FOAM TO LEAD POLYURETHANE MARKET, BY PRODUCT, BETWEEN 2016-2021 (USD BILLION)

Figure 10 BEDDING & FURNITURE SEGMENT TO DOMINATE POLYURETHANE MARKET, BY END-USER, BETWEEN 2016-2021 (USD BILLION)

Figure 11 ASIA-PACIFIC TO BE THE WORLD'S FASTEST-GROWING POLYURETHANE MARKET BETWEEN 2016-2021

Figure 12 EMERGING ECONOMIES TO OFFER LUCRATIVE GROWTH OPPORTUNITIES FOR PLAYERS IN POLYURETHANE MARKET BETWEEN 2016-2021

Figure 13 AUTOMOTIVE AND TRANSPORTATION SEGMENT TO RECORD FASTEST GROWTH IN POLYURETHANE MARKET, BY END-USER, BETWEEN 2016-2021 (USD BILLION)

Figure 14 POLYURETHANE MARKET IN DEVELOPING COUNTRIES TO GROW FASTER THAN IN DEVELOPED COUNTRIES (USD MILLION)

Figure 15 ELASTOMERS SEGMENT HOLDS LARGEST SHARE OF ASIA-PACIFIC POLYURETHANE MARKET, BY PRODUCT, IN 2015

Figure 16 INDIA TO RECORD HIGHEST GROWTH IN ASIA-PACIFIC POLYURETHANE MARKET, BY COUNTRY, BETWEEN 2016-2021 (USD MILION)

Figure 17 CHINA HOLDS LARGEST SHARE IN GLOBAL POLYURETHANE MARKET IN 2015

Figure 18 GLOBAL POLYURETHANE MARKET, BY REGION

Figure 19 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 20 GLOBAL AUTOMOTIVE PRODUCTION

Figure 21 CONSTRUCTION INDUSTRY: EMERGING COUNTRIES VS. DEVELOPED



**COUNTRIES (USD BILLION)**

Figure 22 IMPACT ANALYSIS: DRIVERS

Figure 23 IMPACT ANALYSIS: RESTRAINTS

Figure 24 IMPACT ANALYSIS: OPPORTUNITIES

Figure 25 FLUCTUATIONS IN CRUDE OIL PRICES BETWEEN 2012-2016

Figure 26 IMPACT ANALYSIS: CHALLENGES

Figure 27 POLYURETHANE MARKET: VALUE CHAIN ANALYSIS

Figure 28 POLYURETHANE MARKET: PORTER'S FIVE FORCES ANALYSIS

Figure 29 POLYOLS SEGMENT TO DOMINATE POLYURETHANE MARKET, BY RAW MATERIAL, BETWEEN 2016-2021 (USD BILLION)

Figure 30 ASIA-PACIFIC TO LEAD GLOBAL POLYURETHANE MARKET IN 2016 (USD BILLION)

Figure 31 HIGH GROWTH IN RIGID FOAM PRODUCT SEGMENT TO DRIVE POLYURETHANE MARKET (USD BILLION)

Figure 32 RIGID FOAM TO BE THE FASTEST-GROWING PRODUCT SEGMENT IN POLYURETHANE MARKET BETWEEN 2016-2021 (USD BILLION)

Figure 33 BEDDING & FURNITURE END-USER SEGMENT TO LEAD POLYURETHANE MARKET BETWEEN 2016-2021 (USD BILLION)

Figure 34 AUTOMOTIVE & TRANSPORTATION TO BE THE FASTEST-GROWING END-USER SEGMENT OF POLYURETHANE MARKET BETWEEN 2016-2021

Figure 35 DURABILITY OF DIFFERENT SHOE SOLE MATERIALS

Figure 36 GLOBAL POLYURETHANE MARKET: INDIA AND CHINA EMERGING AS NEW STRATEGIC LOCATIONS

Figure 37 ASIA-PACIFIC TO RECORD HIGHEST GROWTH IN GLOBAL POLYURETHANE MARKET, BY RAW MATERIAL, BETWEEN 2016-2021

Figure 38 ASIA-PACIFIC POLYURETHANE MARKET: RISING POPULATION AND INCREASING PURCHASING POWER TO DRIVE GROWTH

Figure 39 NORTH AMERICAN POLYURETHANE MARKET: MEXICO TO RECORD HIGHEST GROWTH BETWEEN 2016-2021 (USD MILLION)

Figure 40 COMPANIES ADOPTED INVESTMENTS & EXPANSIONS AS THE KEY GROWTH STRATEGY BETWEEN 2012-2016

Figure 41 MARKET EVALUATION FRAMEWORK: SIGNIFICANT INVESTMENTS & EXPANSIONS FUELS GROWTH AND INNOVATION BETWEEN 2012-2016

Figure 42 INVESTMENTS & EXPANSIONS WAS THE KEY STRATEGY ADOPTED BETWEEN 2012-2016

Figure 43 MARKET SHARE OF TOP FIVE PLAYERS

Figure 44 COVESTRO AG: COMPANY SNAPSHOT

Figure 45 BASF SE: COMPANY SNAPSHOT

Figure 46 HUNTSMAN: COMPANY SNAPSHOT

Figure 47 THE DOW CHEMICAL COMPANY: COMPANY SNAPSHOT

Figure 48 WANHUA CHEMICAL GROUP: COMPANY SNAPSHOT

Figure 49 MITSUI CHEMICALS, INC.: COMPANY SNAPSHOT

Figure 50 CHEMTURA: COMPANY SNAPSHOT

Figure 51 TOSOH CORPORATION: COMPANY SNAPSHOT

Figure 52 MANALI PETROCHEMICALS LTD.: COMPANY SNAPSHOT

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