

Reactive Hot Melt Adhesives Market by Resin Type (Polyurethane, Polyolefin), Substrate (Plastic, Wood), Application (Automotive & Transportation, Doors & Windows, Furniture & Upholstery, Lamination, Textile), & Region - Global Forecast to 2028

<https://marketpublishers.com/r/R85754FB8E16EN.html>

Date: November 2023

Pages: 337

Price: US\$ 4,950.00 (Single User License)

ID: R85754FB8E16EN

Abstracts

The reactive hot melt adhesives market size is projected to reach USD 2.6 billion by 2028 at a CAGR of 7.5% from USD 1.6 billion in 2022. Reactive hot melt adhesives are widely used in the automotive industry for bonding various components, including plastic and metal parts. They contribute to structural integrity, noise reduction, and overall assembly efficiency.

“Polyolefin is the fastest-growing resin type segment of reactive hot melt adhesives market.”

Polyolefin-based reactive hot melt adhesives offer many advantages, including excellent bond strength, cost-effectiveness, reduced VOC emissions, and fast setting, etc. In the current scenario, a limited number of companies are using polyolefin chemistry for manufacturing and few companies are using polyolefin chemistry to manufacture moisture-cured adhesives.

“Plastic accounted for the largest substrate segment of reactive hot melt adhesives market.”

Plastic is the largest substrate segment in the overall market. Industries utilize over 4,500 types of plastics, with ongoing developments in formulating new plastic materials. The processing and application of these plastics vary, and not all respond uniformly to bonding. Challenges like poor compatibility, surface wetting, and inert surfaces may

arise during plastic bonding. Reactive hot melt adhesives undergo a reactive process, including crosslinking, when exposed to heat. This process enhances the bond's strength and durability, a crucial aspect for applications requiring a robust connection, such as assembling plastic components in automotive or electronics.

“Automotive & Transportation, by application accounted for the largest segment of reactive hot melt adhesives market.”

Rising demand for lightweight and fuel-efficient vehicles is encouraging automobile manufacturers to adopt advanced materials, including composites, which can be bonded by adhesives. This, in turn, is increasing the demand for reactive hot melt adhesives, which are increasingly replacing mechanical fasteners, such as screws, welds, bolts, and nuts. The application of reactive hot melt adhesives in the automotive industry has resulted in cost savings, which are also driving the market in the automotive industry.

“Asia Pacific, by region is forecasted to be the fastest segment of reactive hot melt adhesives market during the forecast period.”

Asia Pacific has been the most favorable destination for the manufacturers of reactive hot melt adhesives, even during the global economic slowdown. The growing middle-class population in numerous Asia Pacific countries has elevated consumer spending, resulting in increased demand for products containing reactive hot melt adhesives, including electronics, appliances, and furniture. To leverage cost advantages and access the expanding market, several multinational companies have established or expanded their manufacturing facilities in the Asia Pacific region, further fueling the demand for reactive hot melt adhesives.

Breakdown of Primary Interviews:

By Company Type: Tier 1 – 55%, Tier 2 – 30%, and Tier 3 – 15%

By Designation: C Level – 21%, D Level – 23%, and Others – 56%

By Region: North America – 15%, Europe – 27%, Asia Pacific – 45%, South America- 7%, and the Middle East & Africa – 6%

The key companies profiled in this report are Henkel AG & Co. KGaA (Germany), The

Dow Chemical Company (US), H.B. Fuller Company (US), Jowat SE (Germany), and 3M (US).

Research Coverage:

The reactive hot melt adhesives market has been segmented based on Resin Type (Polyurethane, Polyolefin, and Others), Substrate (Plastic, Wood, and Others), Application (Automotive & Transportation, Doors & Windows, Furniture & Upholstery, Lamination, Textile, Assembly, and Others), and by Region (Asia Pacific, Europe, North America, South America, and Middle East & Africa).

Reasons to Buy the Report

From an insight perspective, this research report focuses on various levels of analyses — industry analysis (industry trends), market ranking analysis of top players, and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the market; high growth regions; and market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

Analysis of key drivers (superior properties over conventional adhesives, growing demand for lightweight and low-carbon emitting vehicles, increasing construction activities, and stringent regulatory standards will pose greater demand), restraints (availability of alternative adhesive technologies and high curing time compared to other technologies), opportunities (technological advancements in reactive hot melt adhesives and increasing demand in emerging economies), and challenges (low open time for application) influencing the growth of the reactive hot melt adhesives market.

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

Market Development: Comprehensive information about lucrative emerging markets – the report analyzes the market for reactive hot melt adhesives across regions

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

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

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11.5.2.1.1 Growing building & construction, woodworking, and packaging sectors to drive market growth

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