

Synthetic Latex Polymers Market by Type (Styrene Acrylic, Acrylic, SB Latex, VAE, PVAc, Vinyl Acetate CoPolymer), Application (Paints & Coatings, Adhesives & Sealants, Paper & Paperboard, Carpets, Nonwovens), and Region - Global Forecast to 2022

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Abstracts

“The increased demand for paints & coatings is expected to drive the growth of the synthetic latex polymers market”

The synthetic latex polymers market is estimated to be USD 27.58 billion in 2017 and is projected to reach USD 34.53 billion by 2022, at a CAGR of 4.6% from 2017 to 2022. One of the most significant factors driving the growth of the synthetic latex polymers market is the increased demand for paints & coatings from various regions worldwide. However, fluctuating crude oil prices are acting as a key challenge to the growth of the synthetic latex polymers market. Limited crude oil reserves affect the growth of the synthetic latex polymers industry, owing to high dependency on manufacturing of petrochemical products from crude oil.

“The styrene acrylics segment is the largest type segment of the synthetic latex polymers market”

Based on type, the styrene acrylics segment is estimated to account for the largest share of the synthetic latex polymers market in 2017, in terms of value and volume. Styrene acrylics are used in the manufacture of architectural paints. The demand for styrene acrylics is projected to increase in the near future, owing to the growth of the global construction industry that is a key consumer of paints, coatings, adhesives, and sealants.

“The increased demand for synthetic latex polymers from the Asia Pacific region is influencing the growth of the synthetic latex polymers market”

The synthetic latex polymers market in the Asia Pacific region is projected to grow at the highest CAGR during the forecast period, in terms of value and volume. China and India are key markets for synthetic latex polymers in the Asia Pacific region. The increased demand for synthetic latex polymers from various end-use applications, such as paints & coatings, is expected to drive the growth of the synthetic latex polymers market in the Asia Pacific region.

The break-up of primary interviews is given below.

By Company Size: Tier 1 – 43%, Tier 2 – 28%, and Tier 3 – 29%

By Designation Level: C Level – 14%, Director Level – 29%, and Others – 57%

By Region: North America – 29%, Asia Pacific – 29%, Europe – 14%, South America – 14%, and the Middle East & Africa – 14%

Key companies profiled in this market research report include BASF (Germany), Dow Chemical (US), Wacker Chemie (Germany), Celanese Corporation (US), Synthomer (UK), and OMNOVA Solutions (US).

Research Coverage

The synthetic latex polymers market has been segmented on the basis of type, application, and region. This report covers the synthetic latex polymers market, in terms of value and volume, and forecasts its market size till 2022. It includes the market segmentation based on type (styrene acrylics, acrylics, styrene butadiene, vinyl acetate ethylene, polyvinyl acetate, and vinyl acetate copolymer), application (paints & coatings, adhesives & sealants, paper & paperboard, carpets, and nonwovens), and region (Asia Pacific, Europe, North America, the Middle East & Africa, and South America). Key countries considered for market analysis in these regions include China, India, Japan, South Korea, Singapore, Indonesia, Thailand, the US, Canada, Mexico, Germany, Italy, the UK, Russia, and Brazil. The report also provides company profiles and competitive strategies adopted by key players in the synthetic latex polymers market.

Reasons to buy the report

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

This report segments the synthetic latex polymers market and provides the closest approximations of revenue numbers for the overall market and its subsegments across different regions.

This report helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report helps stakeholders identify competitors and gain insights to improve their position in the market. The competitive landscape section includes new product developments, expansions, agreements, acquisitions, and joint ventures.

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