

Water Soluble Polymers Market by Raw Material, by Type (Polyacrylamide, Guar Gum, Polyvinyl Alcohol, Casein, Gelatin, Others), by Application (Water Treatment, Detergent & Household Products, Petroleum, Others), and by Region - Trends & Forecasts to 2019

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Abstracts

Water soluble polymers are majorly used for water treatment, and are also finding acceptance in food processing, paper, enhanced oil & natural gas recovery, surface coating, mineral processing, detergents, textiles, personal care products, pharmaceuticals and petroleum production. The stringent environmental norms & regulations for water treatment and increased demand for crude oil are other factors contributing to the increasing market of water soluble polymers.

Asia-Pacific is the global leader in the consumption of water soluble polymers and this dominance is expected to continue till 2019. China is the key market in the region, consuming more than half of the demand for water soluble polymers, followed by Japan, and India where consumption is growing steadily. Increase in the consumption of water soluble polymers for polyacrylamide, guar gum, polyvinyl alcohol, casein, gelatin and polyacrylic acid have been observed in Asia-Pacific due to continued industrialization and rise in the manufacturing sector of the region. The continuous growth and innovation, along with industry consolidations, are projected to ascertain a bright future for the industry.

Polyacrylamide is one of the major types of water soluble polymers market. It is majorly used in increasing the viscosity of water or to encourage flocculation of particles present in water. It is a synthetic water soluble polymer, thus can be tailored to fit into a broad

range of applications. It is also used in enhanced oil recovery, where high viscosity aqueous solutions can be injected to improve the economics of conventional water flooding.

This study estimates the market value for water soluble polymers and projects the same by 2019. As a part of quantitative analysis, the study segments the market by raw material, and types of water soluble polymers at country level with the current market estimation and forecast till 2019. The countries covered in the report are China, Japan, India, Brazil, Germany, the U.K., France, Italy, Spain, Canada, Mexico and the U.S. The segmentation by types includes polyacrylamide, guar gum, polyvinyl alcohol, casein, gelatin, polyacrylic acid and others. The segmentation by raw material includes synthetic, natural and semi-synthetic. Further as a part of qualitative analysis, the research provides a comprehensive review of major market drivers, restraints, opportunities, burning issues, challenges, and key issues in the market. It also includes the company profiling and competitive strategies adopted by different market players, including SNF SAS (France), BASF SE (Germany), The Dow Chemical Company (U.S.), Kuraray Group (Japan) and DuPont (U.S.). Ashland Inc (U.S.), Kemira Oyj (Finland), Arkema S.A. (France), LG Chem. Ltd.(South Korea) and Nitta Gelatin Inc. (Japan).

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