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Waterborne Polyurethane Market by Application (Coatings, Adhesives, Sealants, Elastomers, and Others), End-Use Industry (Building & Construction, Automotive & Transportation, Bedding & Furniture, Electronics, and Others), Region - Global Forecast to 2025

https://marketpublishers.com/r/WE9D4CC6909EN.html
Date: October 2020
Pages: 145
Price: US$ 4,950.00 (Single User License)
ID: WE9D4CC6909EN

Abstracts

The market size of waterborne polyurethanes is estimated at USD 1.7 billion in 2020 and is projected to reach USD 2.1 billion by 2025, at a CAGR of 5.2%. The growing demand for innovative and environment friendly polyurethane products along with the increasing demand for waterborne polyurethanes in the construction industry of the emerging countries is driving the demand for waterborne polyurethanes. The industrial development in emerging countries and growing awareness around harmful effects of solvent based polyurethanes has created a growth opportunity for the waterborne polyurethanes market. However, the volatility in raw material prices is hampering the growth of the market. The sub-optimal performance of waterborne polyurethane is creating a challenge for the waterborne polyurethanes market.

“The sealant application segment to register the fastest growth during the forecast period.”

Waterborne polyurethane sealants provide tighter seals and forms a flexible and elastomeric seam on curing. The UV resistant sealant provides excellent adhesion to most of the industrial materials. Waterborne polyurethane sealants are more suitable for various applications owing to the formation of durable waterproof seal on curing. Waterborne polyurethane sealants are used in road repair, plumbing, and construction where a high-strength, water-resistant seal is needed. These end-uses of waterborne

polyurethane sealants is driving market growth.

“The building & construction industry to be the largest end-use market for waterborne polyurethanes.”

Waterborne polyurethanes have been at the epicenter of coating industry, providing greener solutions to modern coating problems. This chemical is polyurethane dispersed in water. This reduces the dependence on solvent-based polyurethanes, providing a better and environment-friendly replacement for existing systems. Advantages like temperature curing and good adhesion further reinforce the case for waterborne polyurethanes. It is frequently used in building and construction applications. Affordability of these versatile materials and the comfort they provide have made polyurethane components part of building & construction globally.

“APAC is projected to be the largest waterborne polyurethanes market during the forecast period.”

APAC is projected to be the largest and fastest-growing market for waterborne polyurethanes. The rising population, increased demand for automobiles, growing disposable income, rapid industrialization, and increased urbanization are driving the APAC waterborne polyurethanes market.

This study was validated through primary interviews conducted with various industry experts worldwide. The primary sources were divided into three categories, namely, company type, designation, and region.

By Company Type – Tier 1: 25%, Tier 2: 50%, and Tier 3: 25%

By Designation - C Level: 20%, Director Level: 30%, and Others: 50%

By Region - APAC: 30%, Europe: 25%, North America: 20%, South America: 15%, and the Middle East & Africa: 10%

The report profiles several leading players of the waterborne polyurethanes market such as Covestro (Germany), DSM (Netherlands), BASF (Germany), R STAHL (Germany), Chemtura (the US), Dow Inc ., (the US), H.B. Fuller (the US), Wanhua Chemical Corporation(China), SNP Inc., (the US), and KAMSONS Chemical Pvt. Ltd., (India). The report also includes detailed information about various growth strategies adopted by these key players to strengthen their position in the waterborne polyurethanes market.

Research Coverage:

The report offers insights into the waterborne polyurethanes market in the key regions. It aims at estimating the size of the waterborne polyurethanes market during the forecast period and projects future growth of the market across various segments based on application, end-use industry, and region. The report also includes an in-depth competitive analysis of the key players in the waterborne polyurethanes market, along with company profiles, SWOT analysis, recent developments, right to win, and key market strategies.

Key Benefits of Buying the Report:

The report will help leaders/new entrants in the waterborne polyurethanes market by providing them with the closest approximations of revenues for the overall market and its various sub-segments. This report will help stakeholders obtain a better understanding of the competitive landscape and gain insights to enhance their businesses and devise suitable market strategies. The report will also help stakeholders understand the pulse of the market and help acquire information on key market drivers, restraints, challenges, and opportunities affecting the growth of the waterborne polyurethanes market.

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About

The Waterborne Polyurethane (WPU) Market is projected to grow from more than $6.5 Billion in 2014 to approximately $10.0 Billion by 2019, at a CAGR of 9.0% between 2014 and 2019.

The market size of each region such as Europe, Asia-Pacific, North America, and Rest of the World (RoW) is projected in the report. The key countries such as U.S., China, Germany and Japan are covered and their market size is forecasted along with their growth rates.

Leading companies in Waterborne Polyurethane (WPU) Markets are:

Bayer MaterialScience LLC (Germany)

Axalta Coating Systems (U.S.)

BASF S.E. (Germany)

The 3M Company (U.S.)

PPG Industries Inc. (U.S.) Etc.

Coating is estimated to be the largest segment, both in terms of value as well as volume, in 2014 with a share of more than 30.0% in the total WPU market. Coating is also projected to be the largest segment throughout the projection year till 2019. The growth in coating application is expected to be driven by the increased use of WPU-based coating in end-use industries such as automotive and building & construction.

Europe is the largest consumer of WPU globally, accounting for more than 35.0% share in the global waterborne polyurethane market in 2014 and is projected to grow at a CAGR well above the global average.

The WPU market is segmented into four major application segments; they are coating, sealant, adhesive, and elastomer. The demand for WPU in sealant application is expected to be the fastest among all the applications; Europe is estimated to be the largest region for sealant application segment in 2014.

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