

Asia-Pacific Styrene Butadiene Rubber (SBR) Market by Application (Tires, Footwear, Construction, Polymer Modification, Adhesives & Others) and countries —Trends and Forecasts to 2019

<https://marketpublishers.com/r/ADF013DC6BDEN.html>

Date: April 2015

Pages: 75

Price: US\$ 2,650.00 (Single User License)

ID: ADF013DC6BDEN

Abstracts

The report covers the major Asia-Pacific Styrene butadiene Rubber (SBR) markets. It further divides the SBR market on the basis of application and country. The market data for these types is given with respect to volume (thousand tons) and value (\$Million). The market value of SBR was estimated at \$13,683 million in 2012, and is projected to grow with a CAGR of 3.0% from 2014 to 2019. The market data mentioned in the report is based on the demand, i.e. in terms of consumption of SBR in the Asia-Pacific region.

The study provides the value chain analysis with respect to the raw materials, manufacturers, and end users of SBR. The value chain includes the key contributors to the materials market at different stages from product development to end use. It represents the top players who are contributing to the global SBR industry.

The impact of several market factors, such as drivers, inhibitors, and opportunities is also illustrated in the report. This gives an idea about the key drivers of the SBR market such as tire labelling regulation, easy processing and urbanization in the emerging market for different applications, and inhibitors such as impact on environment and health issues. Factors such as the economic slowdown in Europe and the U.S., which affected the economy of other developed countries, are also taken into consideration in the report.

The SBR market is also classified based on different applications, including tires, footwear, constructions, polymer modification, adhesives, and others.

The key companies in this market are JSR Corporation (Tokyo), Shen Hua Chemical Industrial Company Limited (Beijing), Asahi Kasei Chemicals Corp. (Tokyo), Jilin Petrochemicals Limited (Jilin), Lanzhou Petrochemical Hongda Company (Gansu) and Indian Synthetic Rubber Limited (New Delhi). These companies focus on expanding their production capacity to achieve a competitive advantage and to serve their customers more effectively. Investments for expansion of plant capacities, and acquisitions were the preferred strategies adopted by the top market players in the years 2012 & 2013. Their strategy to capture the market in developing economies includes expansions and agreements.

Globally, the Asia-Pacific region has emerged to be the driving factor for the SBR market, contributing to about 48% of the global consumption in 2012. China is the leading country in the consumption of SBR due to the availability of raw materials and labor at lower cost. The important emerging economies such as Japan, India, and others are also expected to thrive in the SBR market.

The report further presents a competitive landscape covering different strategies and developments such as mergers & acquisitions, expansions, and agreements undertaken by the leading SBR companies over the last few years.

Scope of the report:

The SBR market has been covered in detail in this report. In order to provide an all-round picture, the demands of the current market and forecasts for the future have been included.

On the basis of application:

Tires

Footwear

Construction

Polymer modification

Adhesives

Others

Each application is described in detail in the report with forecasts of value and volume forecasts for each application.

On the basis of countries:

China

Japan

South Korea

Taiwan

India

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