

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

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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

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION & COVERAGE
- 1.3 ASIA-PACIFIC STYRENE-BUTADIENE RUBBER MARKET: SEGMENTATION & COVERAGE
- 1.4 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 INTEGRATED ECOSYSTEM OF STYRENE-BUTADIENE RUBBER MARKET
- 2.2 ARRIVING AT THE STYRENE-BUTADIENE RUBBER MARKET SIZE
 - 2.2.1 TOP-DOWN APPROACH
 - 2.2.2 TOP-DOWN APPROACH
 - 2.2.3 BOTTOM-UP APPROACH
 - 2.2.4 BOTTOM-UP APPROACH
 - 2.2.5 DEMAND-SIDE APPROACH
 - 2.2.6 DEMAND-SIDE APPROACH
- 2.3 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 MARKET OVERVIEW

- 4.1 INTRODUCTION
- 4.2 STYRENE-BUTADIENE RUBBER MARKET: COMPARISON WITH PARENT MARKET
- 4.3 DRIVERS AND INHIBITORS
- 4.4 KEY MARKET DYNAMICS
- 4.5 DEMAND-SIDE ANALYSIS

5 STYRENE-BUTADIENE RUBBER MARKET, BY APPLICATION

- 5.1 INTRODUCTION
- 5.2 STYRENE-BUTADIENE RUBBER: APPLICATION MARKET SCENARIO
- 5.3 ASIA-PACIFIC STYRENE-BUTADIENE RUBBER MARKET, BY APPLICATION, 2014 – 2019 (SD MN)
- 5.4 STYRENE-BUTADIENE RUBBER MARKET IN TIRES, BY COUNTRY

- 5.5 STYRENE- BTADIENE RBBER IN FOOTWEAR, BY CONTRY
- 5.6 STYRENE- BTADIENE RBBER MARKET IN CONSTRCTION, BY CONTRY
- 5.7 STYRENE- BTADIENE RBBER IN POLYMER MODIFICATION, BY CONTRY
- 5.8 STYRENE- BTADIENE RBBER IN ADHESIVES, BY CONTRY

6 ASIA-PACIFIC STYRENE BTADIENE RBBER MARKET, BY CONTRY

- 6.1 INTRODOCTION
- 6.2 ASIA-PACIFIC STYRENE BTADIENE RBBER MARKET: GROWTH ANALYSIS, BY CONTRY, 2014-2019 (SD MN)
- 6.3 ASIA-PACIFIC STYRENE BTADIENE RBBER MARKET: GROWTH ANALYSIS, BY CONTRY, 2014-2019 (KT)
- 6.4 CHINA STYRENE BTADIENE RBBER MARKET
 - 6.4.1 CHINA STYRENE BTADIENE RBBER MARKET, BY APPLICATION
- 6.5 JAPAN STYRENE BTADIENE RBBER MARKET
 - 6.5.1 JAPAN STYRENE BTADIENE RBBERMARKET, BY APPLICATION
- 6.6 KOREA SBR MARKET
 - 6.6.1 KOREA STYRENE BTADIENE RBBER MARKET, BY APPLICATION
- 6.7 TAIWAN STYRENE BTADIENE RBBER MARKET
 - 6.7.1 TAIWAN STYRENE BTADIENE RBBER MARKET, BY APPLICATION
- 6.8 INDIA STYRENE BTADIENE RBBER MARKET
 - 6.8.1 INDIAN STYRENE BTADIENE RBBER MARKET, BY APPLICATION

7 SBR MARKET: COMPETITIVE LANDSCAPE

- 7.1 STYRENE- BTADIENE RBBER MARKET: COMPANY SHARE ANALYSIS
- 7.2 EXPANSIONS
- 7.3 INVESTMENTS
- 7.4 JOINT VENTRES

8 STYRENE- BTADIENE RBBER MARKET, BY COMPANY

(Overview, Products & Services, Strategies & Insights, Developments and MnM View)*

- 8.1 JSR CORPORATION (JAPAN SYNTHETIC RBBER CORPORATION)
- 8.2 KOREA KMHO PETROCHEMICAL CO. LTD. (KKPC)
- 8.3 LG CHEMICALS
- 8.4 RELIANCE INDSTRIES LIMITED (RIL)
- 8.5 INDIAN SYNTHETIC RBBER LIMITED

*Details on Overview, Products & Services, Strategies & Insights, Developments and MnM View might not be captured in case of unlisted companies.

9 APPENDIX

9.1 CUSTOMIZATION OPTIONS

9.1.1 LOW-COST SORCING LOCATIONS

9.1.2 REGULATORY FRAMEWORK

9.1.3 IMPACT ANALYSIS

9.1.4 TRADE ANALYSIS

9.1.5 HISTORICAL DATA AND TRENDS

9.2 RELATED REPORTS

9.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

9.3.1 RT SNAPSHOTS

List Of Tables

LIST OF TABLES

Table 1 GLOBAL STYRENE- BTADIENE RUBBER PEER MARKET SIZE, 2014 (SD MN)

Table 2 ASIA-PACIFIC STYRENE- BTADIENE RUBBER APPLICATION MARKET, 2014 (KT)

Table 3 ASIA-PACIFIC STYRENE BTADIENE RUBBER MARKET: COMPARISON WITH PARENT MARKET, 2013 – 2019 (SD MN)

Table 4 ASIA-PACIFIC STYRENE BTADIENE RUBBER MARKET: COMPARISON WITH PARENT MARKET, 2013 – 2019 (KT)

Table 5 ASIA-PACIFIC STYRENE- BTADIENE RUBBER MARKET: DRIVERS AND INHIBITORS

Table 6 ASIA-PACIFIC STYRENE- BTADIENE RUBBER MARKET, BY APPLICATION, 2013 – 2019 (SD MN)

Table 7 ASIA-PACIFIC STYRENE- BTADIENE RUBBER MARKET, BY APPLICATION, 2013 – 2019 (KT)

Table 8 ASIA-PACIFIC STYRENE- BTADIENE RUBBER MARKET: COMPARISON WITH APPLICATION MARKETS, 2013 – 2019 (SD MN)

Table 9 ASIA-PACIFIC STYRENE- BTADIENE RUBBER MARKET, BY APPLICATION, 2013- 2019 (SD MN)

Table 10 ASIA-PACIFIC STYRENE- BTADIENE RUBBER MARKET, BY APPLICATION, 2013 – 2019 (KT)

Table 11 ASIA-PACIFIC STYRENE- BTADIENE RUBBER IN TIRES, BY CONTRY, 2013 – 2019 (SD)

Table 12 ASIA-PACIFIC STYRENE- BTADIENE RUBBER IN TIRES, BY CONTRY, 2013 – 2019 (KT)

Table 13 ASIA-PACIFIC STYRENE- BTADIENE RUBBER MARKET IN FOOTWEAR BY CONTRY, 2013 – 2019 (SD MN)

Table 14 ASIA-PACIFIC STYRENE- BTADIENE RUBBER MARKET IN FOOTWEAR, BY CONTRY, 2013 – 2019 (KT)

Table 15 ASIA-PACIFIC STYRENE- BTADIENE RUBBER MARKET IN CONSTRCTION, BY CONTRY, 2013 – 2019 (SD MN)

Table 16 ASIA-PACIFIC STYRENE- BTADIENE RUBBER IN CONSTRCTION, BY CONTRY, 2013 – 2019 (KT)

Table 17 ASIA-PACIFIC STYRENE- BTADIENE RUBBER MARKET IN POLYMER MODIFICATION BY CONTRY, 2013 – 2019 (SD MN)

Table 18 ASIA-PACIFIC STYRENE- BTADIENE RUBBER MARKET IN POLYMER MODIFICATION, BY CONTRY, 2013 – 2019 (KT)

| |
|---|
| Table 19 ASIA-PACIFIC SBR IN ADHESIVES, BY CONTRY, 2013 – 2019 (SD MN) |
| Table 20 ASIA-PACIFIC SBR IN ADHESIVES BY CONTRY, BY CONTRY, 2012 - 2018 (KT) |
| Table 21 ASIA-PACIFIC STYRENE BTADIENE RBBER MARKET, BY CONTRY, 2013 – 2019 (SD MN) |
| Table 22 ASIA-PACIFIC STYRENE BTADIENE RBBER MARKET, BY CONTRY, 2013 – 2019 (KT) |
| Table 23 CHINA STYRENE BTADIENE RBBER MARKET, BY APPLICATION, 2013 – 2019 (SDMN) |
| Table 24 CHINA STYRENE BTADIENE RBBER MARKET, BY APPLICATION, 2013-2019 (KT) |
| Table 25 JAPAN STYRENE BTADIENE RBEER MARKET, BY APPLICATION, 2013 – 2019 (SDMN) |
| Table 26 JAPAN STYRENE BTADIENE RBBERMARKET, BY APPLICATION, 2013 – 2019 (KT) |
| Table 27 KOREA STYRENE BTADIENE RBBER MARKET, BY APPLICATION, 2013 – 2019 (SD MN) |
| Table 28 KOREA STYRENE BTADIENE RBBER MARKET, BY APPLICATION, 2013-2019 (KT) |
| Table 29 TAIWAN STYRENE BTADIENE RBBER MARKET, BY APPLICATION, 2013 – 2019 (SD MN) |
| Table 30 TAIWAN STYRENE BTADIENE RBBER MARKET BY APPLICATION, 2013 – 2019 (KT) |
| Table 31 INDIA STYRENE BTADIENE RBBER MARKET, BY APPLICATION, 2013 – 2019 (SD MN) |
| Table 32 INDIAN SBR MARKET, BY APPLICATION, 2013 – 2019 (KT) |
| Table 33 STYRENE- BTADIENE RBBER MARKET: COMPANY SHARE ANALYSIS, 2014(%) |
| Table 34 ASIA-PACIFIC STYRENE- BTADIENE RBBER MARKET: EXPANSIONS |
| Table 35 ASIA-PACIFIC STYRENE- BTADIENE RBBER MARKET: INVESTMENTS |
| Table 36 ASIA-PACIFIC STYRENE- BTADIENE RBBER MARKET: JOINT VENTURES |
| Table 37 JSR FINANCIALS 2011 - 2014 (SD BN) |
| Table 38 PRODUCT AND SERVICE OFFERINGS |
| Table 39 LG CHEMICALS LIMITED FINANCIALS 2011 – 2014 (SD BN) |
| Table 40 RELIANCE INDUSTRIES LIMITED FINANCIALS 2011 - 2014 (SD MN) |
| Table 41 PRODUCT AND SERVICE OFFERINGS |

LIST OF FIGURES

Figure 1 STYRENE- BTADIENE RBBER MARKET: INTEGRATED ECOSYSTEM

Figure 2 RESEARCH METHODOLOGY

Figure 3 ASIA-PACIFIC SBR MARKET SNAPSHOT, 2014

Figure 4 SBR MARKET: GROWTH ASPECTS

Figure 5 ASIA-PACIFIC SBR MARKET, BY APPLICATION, 2014 VS. 2019

Figure 6 ASIA-PACIFIC STYRENE- BTADIENE RBBER MARKET, BY APPLICATION, 2014 – 2019 (KT)

Figure 7 ASIA-PACIFIC STYRENE- BTADIENE RBBER MARKET IN TIRES, BY CONTRY, 2013 – 2019 (SD MN)

Figure 8 ASIA-PACIFIC STYRENE- BTADIENE RBBER MARKET IN FOOTWEAR BY CONTRY, 2013 – 2019 (SD MN)

Figure 9 ASIA-PACIFIC STYRENE BTADIENE RBBER MARKET IN CONSTRCTION, BY CONTRY, 2013-19 (SD MN)

Figure 10 ASIA-PACIFIC STYRENE BTADIENE RBBER MARKET IN POLYMER CONSTRCTION, BY CONTRY, 2013-2018 (SD MN)

Figure 11 STYRENE- BTADIENE RBBER IN ADHESIVES, BY CONTRY

Figure 12 CHINA STYRENE BTADIENE RBBER MARKET OVERVIEW, 2014 & 2019 (%)

Figure 13 CHINA STYRENE BTADIENE RBBER MARKET, BY APPLICATION, 2013-2019 SDMN)

Figure 14 CHINA STYRENE BTADIENE RBBER MARKET: APPLICATION SNAPSHOT

Figure 15 JAPAN STYRENE BTADIEN RBBER MARKET OVERVIEW, 2014 & 2019 (%)

Figure 16 JAPAN STYRENE BTADIENE MARKET, BY APPLICATION, 2013 – 2019 (\$MN)

Figure 17 JAPAN STYRENE BTADIENE RBBER MARKET: APPLICATION SNAPSHOT

Figure 18 KOREA STYRENE BTADIENE RBBER MARKET OVERVIEW, 2014 & 2019 (%)

Figure 19 KOREA STYRENE BTADIENE RBBER MARKET, BY APPLICATION, 2013 – 2019 (SD MN)

Figure 20 KOREA STYRENE BTADIEN RBBER MARKET: APPLICATION SNAPSHOT

Figure 21 TAIWAN BTADIENE STYRENE RBBER MARKET OVERVIEW, 2014 – 2019 (%)

Figure 22 TAIWAN STYRENE BTADIENE RBBER MARKET, BY APPLICATION, 2013 – 2019 (SD MN)

Figure 23 TAIWAN STYRENE BTADIENE RBBERMARKET: APPLICATION SNAPSHOT

Figure 24 INDIAN SBR MARKET OVERVIEW, 2014-19 (%)

Figure 25 INDIAN STYRENE BTADIENE RUBBER MARKET, BY APPLICATION, 2013 – 2019 (SD MN)

Figure 26 INDIA STYRENE BTADIENE RUBBER MARKET: APPLICATION SNAPSHOT

Figure 27 STYRENE- BTADIENE RUBBER MARKET: COMPANY SHARE ANALYSIS, 2014 (%)

Figure 28 COMPANY REVENUES, 2011-2014 (SD MN)

Figure 29 COMPANY REVENUES, 2011-2014 (SD MN)

Figure 30 COMPANY REVENUES, 2011-2014 (SD MN)

Figure 31 KEY FINANCIALS

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