

# Europe Styrene Butadiene Rubber (SBR) Market by Application (Tires, Footwear, Construction, Polymer Modification & Adhesives) and Geography - Trends & Forecasts to 2019

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## Abstracts

The report covers the important SBR global markets. It further divides the market on the basis of application and geography. 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 \$2361.5 million in 2014 and is projected to register a CAGR of about 1.1% between 2014 and 2019. The data mentioned in the report is based on the country (Europe) demand for the SBR.

The total market for Europe SBR has been analyzed based on graphs and figures. This gives an idea about the current proceedings in the industry at the commercial level. The study provides the value chain analysis with respect to SBR raw materials, manufacturers, and end users. The value chain describes the key contributors to the materials market at different stages from product development to end use. It represents the top players that contribute to the Europe SBR industry.

The impact of different market factors, such as drivers, restraints, and opportunities are also illustrated in the report. This gives an idea about the key drivers, such as emphasis on health and environment, high demand of footwear, and the increasing market reach with emerging application.

Europe SBR is also classified based on different applications. The important applications include live tire, footwear, construction, polymer modification, adhesives, and others. The tire and rubber industries are expected to show rapid growth in the future.

The key companies in this market are Lanxess (Germany), Styron Europe (Poland), Synthos S.A. (Italy), Versalis International (U.S.), and others. These companies focus on expanding their production capacity to achieve a competitive advantage and thereby serve the customers more effectively. Investments in expansion of plant capacities, followed by acquisitions were the most preferred strategies by the top players in the year 2013 & 2014 that are driving the demand of formic acid. Their strategy to capture the market in developing economies includes expansions and agreements.

The Asia-Pacific region emerged to be the driving factor for this market, contributing for about 48% of the global demand in terms of consumption in 2014, whereas Europe's market share is around 18%. Russia is the leading country in European region with regards to the consumption of SBR. The important emerging economies, such as Germany, France, among others, are further lined up for a brighter future in this market.

The report also presents a competitive landscape covering different strategies and developments, such as mergers & acquisitions, expansions, and agreements undertaken by the leading SBR companies in the past few years. Furthermore, different SBR market participants are also profiled.

### Scope of the report

The report segments the Europe SBR market as:

The Europe SBR market has been covered in detail in this report. In order to provide an all-round picture, the current market demand and forecasts have also been included.

On the basis of applications:

Tire

Footwear

Construction

Polymer Modification

Adhesives

Others

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

On the basis of geography:

Germany

Italy

France

Russia

U.K.

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