

# **Global Caustic Soda Market By Application (Food, pulp & paper, organic chemical, inorganic chemical, alumina, soaps & detergents, textiles, water treatment, steel/metallurgy, and others), By Geography (Asia - Pacific, North America, Europe, Rest of the World) - Analysis & Forecast to 2019**

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## **Abstracts**

The global caustic soda market is estimated to grow at a CAGR of 6.7% from 2014 to 2019. Asia-Pacific contributed a share of 52.0% to the global caustic soda market in 2014 and is projected to grow at the highest CAGR of 7.1%.

In this report, the global caustic soda market has been broadly classified on the basis of application and geography. The application segment is further classified into food, pulp & paper, organic chemical, inorganic chemical, alumina, soaps & detergents, steel/metallurgy, water treatment, textiles, and others. The geography segment is classified into regions, such as Asia-Pacific, North America, Europe, and Rest of the World (RoW).

The key global market players in the caustic soda market are The Dow Chemicals Company (U.S.), PPG Industries (U.S.), Olin Corporation (U.S.), INEOS ChlorVinyls(Switzerland), and Occidental Petroleum Corporation (OXY) (U.S.) among others. The DOW Chemicals Company (U.S.) had the largest market share of 14.0% in the global caustic soda market, followed by PPG Industries (U.S.) and Olin Corporation (U.S.)

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss basic views on the competitive landscape, emerging and high-growth segments of the global caustic soda market, high-growth regions & countries & their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both the established firms as well as new entrants/smaller firms to understand the market. Firms that purchase the report could use any one or a combination of five strategies that include market penetration, product development/innovation, market development, market diversification, and competitive assessment to strengthen their market position.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on caustic soda offered by top players in the global caustic soda market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the global caustic soda market

**Market Development:** Comprehensive information of emerging markets. The report analyses the markets for various caustic soda technologies across regions

**Market Diversification:** Exhaustive information of new products, untapped geographies, recent developments, and investments in the global caustic soda market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the global caustic soda

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION & COVERAGE
- 1.3 STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 INTEGRATED ECOSYSTEM OF CAUSTIC SODA MARKET
- 2.2 ARRIVING AT THE CAUSTIC SODA MARKET SIZE
  - 2.2.1 TOP-DOWN APPROACH
  - 2.2.2 BOTTOM-UP APPROACH
  - 2.2.3 DEMAND SIDE APPROACH
- 2.3 ASSUMPTIONS

### **3 EXECUTIVE SUMMARY**

### **4 MARKET OVERVIEW**

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

### **5 GLOBAL CAUSTIC SODA MARKET, BY APPLICATION**

- 5.1 INTRODUCTION
- 5.2 GLOBAL CAUSTIC SODA MARKET IN PULP & PAPER, BY GEOGRAPHY
- 5.3 GLOBAL CAUSTIC SODA MARKET IN ORGANIC CHEMICAL, BY GEOGRAPHY
- 5.4 GLOBAL CAUSTIC SODA MARKET IN INORGANIC CHEMICAL, BY GEOGRAPHY
- 5.5 GLOBAL CAUSTIC SODA MARKET IN ALUMINA, BY GEOGRAPHY
- 5.6 GLOBAL CAUSTIC SODA MARKET IN SOAP & DETERGENT, BY GEOGRAPHY
- 5.7 GLOBAL CAUSTIC SODA MARKET IN STEEL/METALLURGY, BY GEOGRAPHY
- 5.8 GLOBAL CAUSTIC SODA MARKET IN WATER TREATMENT, BY GEOGRAPHY
- 5.9 GLOBAL CAUSTIC SODA MARKET IN TEXTILE, BY GEOGRAPHY

## 5.10 GLOBAL CAUSTIC SODA IN FOOD, BY GEOGRAPHY

## 6 GLOBAL CAUSTIC SODA MARKET, BY GEOGRAPHY

### 6.1 INTRODUCTION

### 6.2 ASIA-PACIFIC CAUSTIC SODA MARKET

#### 6.2.1 ASIA-PACIFIC CAUSTIC SODA MARKET, BY APPLICATION

### 6.3 NORTH AMERICA CAUSTIC SODA MARKET

#### 6.3.1 NORTH AMERICA CAUSTIC SODA MARKET, BY APPLICATION

### 6.4 EUROPE CAUSTIC SODA MARKET

#### 6.4.1 EUROPE CAUSTIC SODA MARKET, BY APPLICATION

### 6.5 REST OF THE WORLD (ROW) CAUSTIC SODA MARKET

#### 6.5.1 ROW CAUSTIC SODA MARKET, BY APPLICATION

## 7 GLOBAL CAUSTIC SODA MARKET: COMPETITIVE LANDSCAPE

### 7.1 GLOBAL CAUSTIC SODA MARKET: COMPANY SHARE ANALYSIS

### 7.2 MERGERS & ACQUISITIONS

### 7.3 EXPANSIONS

### 7.4 JOINT VENTURES

### 7.5 PRODUCT DEVELOPMENT/RE-ENGINEERING

## 8 GLOBAL CAUSTIC SODA MARKET, BY COMPANY

### (OVERVIEW, FINANCIALS, PRODUCTS & SERVICES, STRATEGY, AND DEVELOPMENTS)\*

#### 8.1 THE DOW CHEMICAL COMPANY OVERVIEW

#### 8.2 PPG INDUSTRIES

#### 8.3 OLIN CORPORATION

#### 8.4 INEOS GROUP LIMITED

#### 8.5 OCCIDENTAL PETROLEUM CORPORATION (OXY)

#### 8.6 AKZO NOBEL N.V.

#### 8.7 SOLVAY S.A.

#### 8.8 TOSOH CORPORATION

\*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company

## **9. APPENDIX**

### **9.1 CUSTOMIZATION OPTIONS**

- 9.1.1 TECHNICAL ANALYSIS
- 9.1.2 LOW-COST SOURCING LOCATIONS
- 9.1.3 REGULATORY FRAMEWORK
- 9.1.4 GLOBAL CAUSTIC SODA USAGE DATA
- 9.1.5 IMPACT ANALYSIS
- 9.1.6 TRADE ANALYSIS

### **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 CAUSTIC SODA PEER MARKET SIZE, 2014 (USD MN)

Table 2 GLOBAL CAUSTIC SODA APPLICATION MARKET, GROWTH RATE (2013-2019)

Table 3 GLOBAL CAUSTIC SODA MARKET: COMPARISON WITH PARENT MARKET, 2013-2019 (USD MN)

Table 4 GLOBAL CAUSTIC SODA MARKET: COMPARISON WITH PARENT MARKET, 2013-2019 (KT)

Table 5 GLOBAL CAUSTIC SODA MARKET: DRIVERS AND INHIBITORS

Table 6 GLOBAL CAUSTIC SODA MARKET, BY APPLICATION, 2013-2019 (USD MN)

Table 7 GLOBAL CAUSTIC SODA MARKET, BY APPLICATION, 2013-2019 (KT)

Table 8 GLOBAL CAUSTIC SODA MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 9 GLOBAL CAUSTIC SODA MARKET, BY GEOGRAPHY, 2013-2019 (KT)

Table 10 GLOBAL CAUSTIC SODA MARKET: COMPARISON WITH APPLICATION MARKETS, 2013-2019 (USD MN)

Table 11 GLOBAL CAUSTIC SODA MARKET, BY APPLICATION, 2013-2019 (USD MN)

Table 12 GLOBAL CAUSTIC SODA MARKET, BY APPLICATION, 2014-2019 (KT)

Table 13 GLOBAL CAUSTIC SODA MARKET IN PULP & PAPER, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 14 GLOBAL CAUSTIC SODA MARKET IN PULP & PAPER, BY GEOGRAPHY, 2013-2019 (KT)

Table 15 GLOBAL CAUSTIC SODA MARKET IN ORGANIC CHEMICAL, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 16 GLOBAL CAUSTIC SODA MARKET IN ORGANIC CHEMICAL, BY GEOGRAPHY, 2013-2019 (KT)

Table 17 GLOBAL CAUSTIC SODA MARKET IN INORGANIC CHEMICAL, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 18 GLOBAL CAUSTIC SODA MARKET IN INORGANIC CHEMICAL, BY GEOGRAPHY, 2013 - 2019 (KT)

Table 19 GLOBAL CAUSTIC SODA MARKET IN ALUMINA, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 20 GLOBAL CAUSTIC SODA MARKET IN ALUMINA, BY GEOGRAPHY, 2013 - 2019 (KT)

Table 21 GLOBAL CAUSTIC SODA MARKET IN SOAP & DETERGENT, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Table 22 GLOBAL CAUSTIC SODA MARKET IN SOAP & DETERGENT, BY GEOGRAPHY, 2013-2019 (KT)
Table 23 GLOBAL CAUSTIC SODA MARKET IN STEEL/METALLURGY, BY GEOGRAPHY, 2013-2019 (USD MN)
Table 24 GLOBAL CAUSTIC SODA MARKET IN STEEL/METALLURGY, BY GEOGRAPHY, 2013-2019 (KT)
Table 25 GLOBAL CAUSTIC SODA MARKET IN WATER TREATMENT, BY GEOGRAPHY, 2013 - 2019 (USD MN)
Table 26 GLOBAL CAUSTIC SODA MARKET IN WATER TREATMENT, BY GEOGRAPHY, 2013-2019 (KT)
Table 27 GLOBAL CAUSTIC SODA MARKET IN TEXTILE, BY GEOGRAPHY, 2013-2019 (USD MN)
Table 28 GLOBAL CAUSTIC SODA MARKET IN TEXTILE, BY GEOGRAPHY, 2013-2019 (KT)
Table 29 GLOBAL CAUSTIC SODA MARKET IN FOOD, BY GEOGRAPHY, 2013-2019 (USD MN)
Table 30 GLOBAL CAUSTIC SODA MARKET IN FOOD, BY GEOGRAPHY, 2013-2019 (KT)
Table 31 GLOBAL CAUSTIC SODA MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)
Table 32 GLOBAL CAUSTIC SODA MARKET, BY GEOGRAPHY, 2013-2019 (KT)
Table 33 ASIA-PACIFIC CAUSTIC SODA MARKET, BY APPLICATION, 2013 – 2019 (USD MN)
Table 34 APAC CAUSTIC SODA MARKET, BY APPLICATION, 2013 – 2019 (KT)
Table 35 NORTH AMERICA CAUSTIC SODA MARKET, BY APPLICATION, 2013-2019 (USD MN)
Table 36 NORTH AMERICA CAUSTIC SODA MARKET, BY APPLICATION, 2013 - 2019 (KT)
Table 37 EUROPE CAUSTIC SODA MARKET, BY APPLICATION, 2013-2019 (USD MN)
Table 38 EUROPE CAUSTIC SODA MARKET, BY APPLICATION, 2013-2019 (KT)
Table 39 ROW CAUSTIC SODA MARKET, BY APPLICATION, 2013-2019 (USD MN)
Table 40 ROW CAUSTIC SODA MARKET, BY APPLICATION, 2013-2019 (KT)
Table 41 GLOBAL CAUSTIC SODA MARKET: COMPANY SHARE ANALYSIS, 2013 (%)
Table 42 GLOBAL CAUSTIC SODA MARKET: MERGERS & ACQUISITIONS
Table 43 GLOBAL CAUSTIC SODA MARKET: EXPANSIONS
Table 44 GLOBAL CAUSTIC SODA MARKET: JOINT VENTURES
Table 45 DOW CHEMICALS: KEY OPERATIONS DATA, 2010 - 2014 (USD MN)

Table 46 PPG INDUSTRIES, KEY OPERATIONS DATA, 2009 – 2013 (USD MN)

Table 47 PPG INDUSTRIES, KEY FINANCIALS, 2009 – 2013 (USD MN)

Table 48 OLIN CORPORATION: KEY FINANCIALS, 2009 – 2013 (USD MN)

Table 49 OCCIDENTAL PETROLEUM CORPORATION: KEY FINANCIALS, 2009 – 2013(USD MN)

Table 50 AKZO NOBEL N.V.: KEY OPERATIONS DATA, 2010 – 2014 (USD MN)

Table 51 AKZO NOBEL: KEY FINANCIALS, 2010 - 2014(USD MN)

Table 52 SOLVAY S.A CORPORATION: KEY FINANCIALS, 2009 – 2013 (USD MN)

Table 53 TOSOH CORPORATION CORPORATION: KEY FINANCIALS, 2009 – 2013 (USD MN)



## List Of Figures

### LIST OF FIGURES

Figure 1 GLOBAL CAUSTIC SODA MARKET: SEGMENTATION & COVERAGE

Figure 2 CAUSTIC SODA MARKET: INTEGRATED ECOSYSTEM

Figure 3 RESEARCH METHODOLOGY

Figure 4 TOP-DOWN APPROACH

Figure 5 BOTTOM-UP APPROACH

Figure 6 DEMAND SIDE APPROACH

Figure 7 GLOBAL CAUSTIC SODA MARKET SNAPSHOT

Figure 8 CAUSTIC SODA MARKET: GROWTH ASPECTS

Figure 9 GLOBAL CAUSTIC SODA MARKET, BY KEY APPLICATION, 2014 VS 2019

Figure 10 CAUSTIC SODA: APPLICATION MARKET SCENARIO

Figure 11 GLOBAL CAUSTIC SODA MARKET, BY APPLICATION, 2014-2019 (USD MN)

Figure 12 GLOBAL CAUSTIC SODA MARKET, BY APPLICATION, 2013-2019 (KT)

Figure 13 GLOBAL CAUSTIC SODA MARKET IN PULP & PAPER, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 14 GLOBAL CAUSTIC SODA MARKET IN ORGANIC CHEMICAL, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Figure 15 GLOBAL CAUSTIC SODA MARKET IN INORGANIC CHEMICAL, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 16 GLOBAL CAUSTIC SODA MARKET IN ALUMINA, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 17 GLOBAL CAUSTIC SODA MARKET IN SOAP & DETERGENT, BY GEOGRAPHY, 2013 – 2019 (USD MN)

Figure 18 GLOBAL CAUSTIC SODA MARKET IN STEEL/METALLURGY, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 19 GLOBAL CAUSTIC SODA MARKET IN WATER TREATMENT, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Figure 20 GLOBAL CAUSTIC SODA MARKET IN TEXTILE, BY GEOGRAPHY, 2013 – 2019 (USD MN)

Figure 21 GLOBAL CAUSTIC SODA MARKET IN FOOD, BY GEOGRAPHY, 2013 - 2019 (USD MN)

Figure 22 GLOBAL CAUSTIC SODA MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2013-2019 (USD MN)

Figure 23 GLOBAL CAUSTIC SODA MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2013-2019 (KT)

Figure 24 ASIA-PACIFIC CAUSTIC SODA KEY MARKET OVERVIEW, 2014 & 2019 (%)

Figure 25 ASIA-PACIFIC CAUSTIC SODA MARKET, BY KEY APPLICATION, 2013 – 2019 (USD MN)

Figure 26 ASIA-PACIFIC CAUSTIC SODA MARKET: KEY APPLICATION SNAPSHOT

Figure 27 NORTH AMERICA CAUSTIC SODA KEY MARKET OVERVIEW, 2014 & 2019 (%)

Figure 28 NORTH AMERICA CAUSTIC SODA MARKET, BY KEY APPLICATION, 2013 – 2019 (USD MN)

Figure 29 NORTH AMERICA CAUSTIC SODA: KEY APPLICATION SNAPSHOT

Figure 30 EUROPE CAUSTIC SODA KEY MARKET OVERVIEW, 2014 & 2019 (%)

Figure 31 EUROPE CAUSTIC SODA MARKET, BY KEY APPLICATION, 2013-2019 (USD MN)

Figure 32 EUROPE CAUSTIC SODA: APPLICATION SNAPSHOT

Figure 33 ROW CAUSTIC SODA KEY MARKET OVERVIEW, 2014 & 2019(%)

Figure 34 ROW CAUSTIC SODA MARKET, BY APPLICATION, 2013-2019 (USD MN)

Figure 35 ROW CAUSTIC SODA MARKET: KEY APPLICATION SNAPSHOT

Figure 36 GLOBAL CAUSTIC SODA MARKET: COMPANY SHARE ANALYSIS, 2013 (%)

Figure 37 DOW CHEMICALS REVENUE MIX 2014 (%)

Figure 38 COMPANY REVENUES, 2010-2014 (USD MN)

Figure 39 PPG INDUSTRIES REVENUE MIX 2014 (%)

Figure 40 COMPANY REVENUES, 2009 – 2013 (USD MN)

Figure 41 OLIN CORPORATION REVENUE MIX, 2014 (%)

Figure 42 COMPANY REVENUES, 2009–2013 (USD MN)

Figure 43 INEOS GROUP LIMITED REVENUE MIX, 2014 (%)

Figure 44 OCCIDENTAL PETROLEUM CORPORATION REVENUE MIX, 2014 (%)

Figure 45 COMPANY REVENUES, 2009-2013 (USD MN)

Figure 46 AKZO NOBEL N.V. REVENUE MIX, 2014 (%)

Figure 47 COMPANY REVENUES, 2009-2013 (USD MN)

Figure 48 SOLVAY S.A. REVENUE MIX, 2014 (%)

Figure 49 COMPANY REVENUES, 2009-2013 (USD MN)

Figure 50 TOSOH CORPORATION REVENUE MIX, 2014 (%)

Figure 51 COMPANY REVENUES, 2009 – 2013 (USD MN)

## I would like to order

Product name: Global Caustic Soda Market By Application (Food, pulp & paper, organic chemical, inorganic chemical, alumina, soaps & detergents, textiles, water treatment, steel/metallurgy, and others), By Geography (Asia - Pacific, North America, Europe, Rest of the World) - Analysis & Forecast to 2019

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