

# **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

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