

Global Polystyrene Market by Application (Packaging, Electronics, Appliances, Construction, Others), by Region - Forecast to 2019

<https://marketpublishers.com/r/G0D0CFD16CCEN.html>

Date: March 2015

Pages: 95

Price: US\$ 4,250.00 (Single User License)

ID: G0D0CFD16CCEN

Abstracts

The report covers the important polystyrene global markets. It further divides the market on the basis of application and geography. The market data for these sub-markets have been provided with respect to volume (kilo tons) and value (USD Million). The global polystyrene market is projected to grow from \$22,024.0 million in 2014 to \$28,246.0 million by 2019, at a CAGR of 5.1% from 2014 to 2019.

The research study provides the value chain analysis with respect to polystyrene raw materials, manufacturers, and application verticals. 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 who are contributing to the global polystyrene market.

The impacts of different market factors, such as drivers, inhibitors, and opportunities have also been illustrated in the report. This provides insights into the key drivers, such as industrialization, increasing demand from the plastic & rubber industries, uneconomical substitutes, and high polystyrene consumption.

The global polystyrene market has been segmented based on the different applications. The important applications include packaging, electronics, appliances, and construction, among others. The packaging applications vertical is expected to dominate the polystyrene market, among the applications, during the forecast period of 2014 to 2019.

The key companies in this market are BASF SE (Germany), Styrolution Group (Germany), Videolar S/A (Sao Paulo), SABIC (Saudi Arabia), and Formosa Plastic Corporation (Taiwan), among others. These companies are consistently focusing on expanding their production capacities to achieve a competitive advantage in the market,

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 2013 & 2014. Their strategies to capture the market in developing economies include expansions and agreements.

The Asia-Pacific region is the largest contributor to the global market, having accounted for 38% of the overall market, in terms of value. China is the leading segment in the Asia-Pacific market, owing to the availability of cheaper raw materials and low labor costs. The important emerging economies such as Brazil and India are also expected to be the major players in the global polystyrene market in the coming years, mainly owing to the rapid industrialization and the impacts of globalization in these economies.

The report also presents a competitive landscape covering the different strategies and developments (such as mergers & acquisitions, expansions, and agreements) undertaken by the leading polystyrene companies in recent years. Furthermore, the leading polystyrene market participants have been profiled in the report.

Scope of the report

The global polystyrene 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. The report segments the global polystyrene market as:

On the Basis of Application:

Packaging

electronics

Appliances

Construction

Others

On the Basis of Geography:

Asia-Pacific

North America

Europe

South America & MEA

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

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