

Global Rheology Modification Coating Additives Market by Application (Construction, Industrial Application, Bedding & Furniture, Automotive Paint, Others), by Geography - Analysis & Forecast to 2019

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Abstracts

This report covers the Global Rheology Modification Coating Additives Market. It further divides the market on the basis of application and geography. The market data for these types is given with respect to volume (KT) and value (USD MN). The market value of rheology modification coating additives was valued at \$1.8 billion in 2014, and is projected to grow at a CAGR of 6.1% from 2014 to 2019. The data mentioned in the report is based on the global demand for the rheology modification coating additives.

The total market for the global rheology modification coating additives has been analyzed based on the Porter's five forces model. This gives an idea about the current proceedings in the industry at a commercial level. This study provides the value chain analysis with respect to the rheology modification coating additives 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 contributing to the global rheology modification coating additives market.

The impact of different market factors, such as drivers, inhibitors, and opportunities is also illustrated in this report. This gives an idea about the key drivers, such as the increasing demand for environment-friendly products, Asia-Pacific driving growth, and growth driven by the end-user markets. The inhibitors for this market include restraints faced by the paint & coating industries and stringent environmental regulations. The economic slowdown in Europe has also affected the economy of other developed countries that are of key importance for the commercial success of new materials and its respective end-user markets.

This market is also classified based on different applications. The important applications include construction, industrial application, bedding & furniture, automotive paint, and others.

The key companies operational in this market are BASF SE (Germany), Arkema (France), the Dow Chemical Company (U.S.), Eastman Chemical Company (U.S.), Akzo Nobel (Netherlands) and others. These companies are consistently focusing on expanding their production capacity to achieve a competitive advantage, and thereby serving the customers more effectively. Investments in expansion of the plant capacities, followed by new product launches were the most preferred strategies by the top players in the year 2013 and 2014, which are driving the demand of the rheology modification coating additives. Their strategy to capture the market in developing economies includes expansions and agreements.

The rheology modification coating additives market in the Asia-Pacific region constituted 41.0% of the global demand in 2014. China led the market in Asia-Pacific in terms of consumption. Similarly, the growth in the rheology modification coating additives market is driven by increased foreign investments, owing to low labor cost and cheap & accessible raw materials.

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

Scope of the report

The report segments the global rheology modification coating additives market as:

The global rheology modification coating additives 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 Application:

Construction

Industrial Application

Bedding & Furniture

Automotive Paint

Others

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

On the Basis of Geography:

Asia-Pacific

North America

Europe

South America

Middle East & Africa

The market is further analyzed for key countries in each of these regions.

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