

Global Styrene Butadiene Rubber (SBR)Market by Application (Tires, Footwear, Construction, Polymer Modification, Adhesives, Others), by Geography - Analysis and Forecast to 2019

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Abstracts

The report covers the important styrene butadiene rubber global markets. It further divides the market on the basis of applications and geography. The market data for these types has been provided with respect to volume (thousand tons) and value (\$million). The market value of styrene butadiene rubber was estimated to be \$13,245 million in 2013 and is projected to grow at a CAGR of about 3.3% from 2014 to 2019. The data mentioned in the report is based on the global demand for styrene butadiene rubber.

The total market for global styrene butadiene rubber has been analyzed, which provides an idea of the current proceedings in the industry at the commercial level. The study provides the value chain analysis with respect to styrene butadiene rubber 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 global styrene butadiene rubber industry.

The impact of different market factors, such as drivers, inhibitors, and opportunities has also been illustrated in the report. This offers an idea of key drivers such as the growing demand for tires, increasing growth in the automotive industry, high footwear demand, EU-regulations in Europe, rising demand from end-use applications, and strict labelling regulations formulated by governments for the tire manufacturing industry; the inhibitors include volatility in butadiene pricing and the environmental impact of using SBR. The economic slowdown in Asia-Pacific and Europe has also affected the economy of other

developed regions that are of key importance for the commercial success of new materials and its end-user market.

The global styrene butadiene rubber market is also classified based on different applications. The important applications include tires, footwear, construction, polymer modification, adhesives, and others. The tires and footwear industries are expected to display rapid growth in future.

The key companies in this market are The Dow Chemical Co. (U.S.), Lanxess AG (U.S.), Synthos S.A. (Poland), Goodyear Tire & Rubber Co. (U.S.), Ashland Inc. (U.S.), Nova Chemicals (Canada), Trinseo S.A. (U.S.), Versalis S.p.A. (Italy), Formosa Chemicals & Fibre Corporation (Taiwan), Kumho Petrochemical Co. Ltd. (South Korea), and others. These companies are consistently focusing on expanding their production capacity to achieve a competitive advantage and thereby serve the customers more effectively. Investments in the expansion of plant capacities, followed by acquisitions were the most preferred strategies by the top players in 2013 and 2014 that drive the demand for styrene butadiene rubber. 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 to about 48% of the global demand in terms of consumption in 2013. Important emerging economies such as North America, Europe, and South America & MEA are further lined up for a brighter future in this market.

The report also presents a competitive landscape that covers different strategies and developments such as mergers & acquisitions, expansions, and agreements undertaken by leading styrene butadiene rubber companies in the past few years. Furthermore, different styrene butadiene rubber market participants have been profiled in the report.

Scope of the report

The report segments the global styrene butadiene rubber market as given below:

The global styrene butadiene rubber 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:

Tires

Footwear

Construction

Polymer Modification

Adhesives

Others

Each application has been 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 & MEA

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*Details on overview, financials, product & services, strategy, and developments might

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