

North America Styrene Butadiene Rubber Market by Applications (Tyres, Footwears, Construction, Polymer Modification and Adhesives) & Geography - Analysis and Forecast (2012 - 2018)

<https://marketpublishers.com/r/N50C44445F3EN.html>

Date: April 2015

Pages: 74

Price: US\$ 2,650.00 (Single User License)

ID: N50C44445F3EN

Abstracts

The report covers the North American SBR market. It further divides the market on the basis of applications and geography. The market data for these types is given with respect to volume (kilotons) and value (\$million). The market value of SBR was estimated at \$13,245 million in 2013 and is projected to register a CAGR of approximately 3.3% between 2014 and 2018. The data mentioned in the report is based on the global demand for formic acid.

This gives an idea about the current proceedings in the industry at the commercial level. The study provides the value chain analysis with respect to SBR 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 SBR industry.

This report provides the drivers, restraints and opportunities for the SBR market. Demand from automobile sector, end-use applications, and strict labeling regulations formulated by government for tire manufacturing industry are some of the key drivers that are fueling the growth of the SBR market. Whereas the only restraining factor for the SBR market is volatility in the butadiene pricing.

The economic slowdown in Europe and the U.S. also affected the economy of other developed countries that are of key importance for the commercial success of new materials and its end-user market. Also, volatility in butadiene pricing is leading to imbalances in SBR market. Polymerization of SBR involves butadiene and styrene in

the ratio of 3:1 which clearly depicts that increase in butadiene price can affect the SBR market.

The SBR market is also classified on the basis of applications. The important applications include tires, polymer additives, footwear, construction chemicals, adhesive, and other applications. The tires and footwear industries are expected to show rapid growth in the future.

The key companies in this market are Goodyear Tire and Rubber Company (U.S.), Ashland Inc. (U.S.), American Synthetic and Rubber Company (U.S.), The Dow Chemicals (U.S.), NOVA Chemicals (Canada), and others.

These companies consistently focus on expanding their production capacity to achieve a competitive advantage 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 and 2014 that drove the demand of SBR. Their strategy to capture the market in developing economies includes expansions and agreements.

The Asia-Pacific region emerged as the driving factor for this market, contributing for about 51% of the global demand in terms of consumption in 2012. The U.S. is the leading country in the consumption of SBR, due to the availability of cheaper raw materials and low labor cost.

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

Scope of the report:

This research report categorizes the global market for SBR on the basis of applications, end-user industries, and geography along with forecasting volume, value, and analyzing trends in each of the marketplace.

On the basis of applications:

Tires

Footwear

Construction

Polymer Modification

Adhesives

Others

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

On the basis of country:

U.S.

Canada

Mexico

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