

North America Unsaturated Polyester Resin Market By Type, By Application (Building & Construction, Marine, Automotive & Transportation, Pipes & Tanks, Electrical & Electronics, Wind Energy, Artificial Stones), By Geography– Analysis & Forecast to 2020

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Abstracts

Unsaturated polyester resins (UPR) are highly durable, when they are cross linked with monomers such as styrene. These resins offer various functionalities for a variety of end user applications in various industries, such as building & construction, marine, automotive & transportation, electrical & electronics, pipes & tanks, wind energy, and artificial stones, among others. Unsaturated polyester resins possess various properties that include resistance to fire, electrical resistance, and good mechanical properties similar to other resins.

North America holds the second-largest market share in the consumption of unsaturated polyester resins, and this dominance is expected to continue till 2020. U.S. is the key country in the UPR market, which has recorded more than 92.0% of the overall demand of UPR, followed by Canada, wherein its consumption is growing steadily. Increase in consumption of unsaturated polyester resins in end user industries is mainly attributed to innovation and research in the application of UPR. Continuous growth and industry consolidations are factors projected to ascertain a bright future for this industry.

The building & construction and pipes & tanks are two major end user industries in the unsaturated polyester resin market. This growth is driven by the high standard performance of UPR across all modern applications, such as sanitary wares, bathtubs, FRP, and shower fittings. It also results in the development of improved application and performance properties of UPR, such as faster curing time, better finishing, and

enhanced corrosion resistance.

This study estimates the market value for unsaturated polyester resins and projects the same during the forecast period (2015-2020). As a part of this quantitative analysis, the study segments the concerned market on the basis of type, end user industry, and geography. On the basis of geography, the market is classified into the U.S., Canada, and Mexico. With respect to end user industry, this market is categorized into building & construction, marine, automotive & transportation, electrical & electronics, pipes & tanks, wind energy, and artificial stones, among others. Lastly, on the basis of type, the market is segmented into orthophthalic, isophthalic, DCPD, and others.

Furthermore, as a part of this qualitative analysis, the research also provides a comprehensive review of drivers, restraints, opportunities, and challenges. It also includes company profiling and competitive strategies adopted by different market players, including Polynt (Italy), Ashland Inc. (U.S.), and Reichhold Inc. (U.S.).

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION & COVERAGE
- 1.3 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 INTEGRATED ECOSYSTEM OF NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET
- 2.2 ARRIVING AT THE UNSATURATED POLYESTER RESIN MARKET SIZE
 - 2.2.1 TOP-DOWN APPROACH
 - 2.2.2 BOTTOM-UP APPROACH
- 2.3 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 MARKET OVERVIEW

- 4.1 INTRODUCTION
- 4.2 MARKET DYNAMICS
- 4.3 MARKET DRIVER, RESTRAINT, OPPORTUNITY, AND CHALLENGE
 - 4.3.1 DRIVERS
 - 4.3.1.1 INCREASING GROWTH IN END USER INDUSTRY
 - 4.3.1.2 HIGH GROWTH IN WIND ENERGY APPLICATIONS
 - 4.3.1.3 UNSATURATED POLYESTER RESINS ECONOMICAL OVER OTHER RESINS
 - 4.3.2 RESTRAINT
 - 4.3.2.1 ACCEPTANCE OF OTHER RESINS
 - 4.3.3 OPPORTUNITY
 - 4.3.3.1 INNOVATION IN PRODUCT AND APPLICATION OF UPR
 - 4.3.4 CHALLENGE
 - 4.3.4.1 USAGE OF STYRENE
- 4.4 IMPACT OF MARKET DYNAMICS ON THE UNSATURATED POLYESTER RESIN MARKET

5 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET, BY TYPE

North America Unsaturated Polyester Resin Market By Type, By Application (Building & Construction, Marine, Aut...

5.1 INTRODUCTION

5.2 ORTHOPHTHALIC RESINS

5.3 ISOPHTHALIC RESINS

5.4 DCPD RESINS

5.5 OTHER RESINS

6 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION

6.1 INTRODUCTION

6.2 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN BUILDING & CONSTRUCTION, BY GEOGRAPHY

6.3 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN MARINE, BY GEOGRAPHY

6.4 NORTH AMERICAN UNSATURATED POLYESTER RESIN MARKET IN AUTOMOTIVE/TRANSPORTATION, BY GEOGRAPHY, 2014–2020 (USD MN)

6.5 NORTH AMERICAN UNSATURATED POLYESTER RESIN MARKET IN PIPES AND TANKS, BY GEOGRAPHY, 2014–2020 (USD MN)

6.6 NORTH AMERICAN UNSATURATED POLYESTER RESIN MARKET IN ELECTRICAL & ELECTRONICS, BY GEOGRAPHY, 2014–2020 (USD MN)

6.7 NORTH AMERICAN UNSATURATED POLYESTER RESIN MARKET IN WIND ENERGY, BY GEOGRAPHY, 2014–2020 (USD MN)

6.8 NORTH AMERICAN UNSATURATED POLYESTER RESIN MARKET IN ARTIFICIAL STONES, BY GEOGRAPHY, 2014–2020 (USD MN)

7 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET, BY GEOGRAPHY

7.1 INTRODUCTION

7.2 U.S. UNSATURATED POLYESTER RESIN MARKET

7.2.1 U.S. UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION

7.2.2 U.S. UNSATURATED POLYESTER RESIN MARKET, BY TYPE

7.3 CANADA UNSATURATED POLYESTER RESIN MARKET

7.3.1 CANADA UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION

7.3.2 CANADA UNSATURATED POLYESTER RESIN MARKET, BY TYPE

7.4 MEXICO UNSATURATED POLYESTER RESIN MARKET

7.4.1 MEXICO UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION

7.4.2 MEXICO UNSATURATED POLYESTER RESIN MARKET, BY TYPE

8 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET: COMPETITIVE LANDSCAPE

8.1 UNSATURATED POLYESTER RESIN MARKET: COMPANY SHARE ANALYSIS

8.2 NEW PRODUCT LAUNCH

8.3 MERGERS & ACQUISITION

8.4 EXPANSION & INVESTMENTS

8.5 AGREEMENT

8.6 JOINT VENTURE/PARTNERSHIP

9 COMPANY PROFILES

9.1 ASHLAND INC.

9.1.1 BUSINESS OVERVIEW

9.1.2 KEY FINANCIALS

9.1.3 PRODUCTS OFFERED

9.1.4 RECENT DEVELOPMENTS

9.1.5 MMM VIEW

9.2 ROYAL DSM

9.2.1 BUSINESS OVERVIEW

9.2.2 KEY FINANCIALS

9.2.3 PRODUCTS OFFERED

9.2.4 RECENT DEVELOPMENTS

9.2.5 MMM VIEW

9.3 BASF SE

9.3.1 BUSINESS OVERVIEW

9.3.2 KEY FINANCIALS

9.3.3 PRODUCTS OFFERED

9.3.4 RECENT DEVELOPMENTS

9.3.5 MMM VIEW

9.4 THE DOW CHEMICAL COMPANY

9.4.1 BUSINESS OVERVIEW

9.4.2 KEY FINANCIALS

9.4.3 PRODUCTS OFFERED

9.4.4 RECENT DEVELOPMENTS

9.4.5 MMM VIEW

9.5 AOC LLC

9.5.1 BUSINESS OVERVIEW

9.5.2 KEY FINANCIALS

9.5.3 PRODUCTS OFFERED

9.5.4 RECENT DEVELOPMENTS

9.5.5 MMM VIEW

9.6 REICHHOLD INC.

9.6.1 BUSINESS OVERVIEW

9.6.2 KEY FINANCIALS

9.6.3 PRODUCTS OFFERED

9.6.4 RECENT DEVELOPMENTS

9.6.5 MMM VIEW

9.7 POLYNT

9.7.1 BUSINESS OVERVIEW

9.7.2 KEY FINANCIALS

9.7.3 PRODUCTS OFFERED

9.7.4 RECENT DEVELOPMENTS

9.7.5 MMM VIEW

List Of Tables

LIST OF TABLES

Table 1 UPR RESIN TYPES: COMPARISON OF PROPERTIES

Table 2 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET, BY TYPE, 2014-2020 (KT)

Table 3 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET, BY TYPE, 2014-2020 (USD MN)

Table 4 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN ORTHOPHTHALIC RESIN, BY GEOGRAPHY, 2014-2020 (KT)

Table 5 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN ORTHOPHTHALIC RESIN, BY GEOGRAPHY, 2014-2020 (USD MN)

Table 6 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN ISOPHTHALIC RESIN, BY GEOGRAPHY, 2014-2020 (KT)

Table 7 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN ISOPHTHALIC RESIN, BY GEOGRAPHY, 2014-2020 (USD MN)

Table 8 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN DCPD RESIN, BY GEOGRAPHY, 2014-2020 (KT)

Table 9 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN DCPD RESIN, BY GEOGRAPHY, 2014-2020 (USD MN)

Table 10 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN OTHER RESIN, BY GEOGRAPHY, 2014-2020 (KT)

Table 11 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN OTHER RESIN, BY GEOGRAPHY, 2014-2020 (USD MN)

Table 12 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION, 2014–2020 (USD MN)

Table 13 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION, 2014–2020 (KT)

Table 14 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN BUILDING & CONSTRUCTION, BY GEOGRAPHY, 2014–2020 (USD MN)

Table 15 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN BUILDING & CONSTRUCTION, BY GEOGRAPHY, 2014–2020 (KT)

Table 16 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN MARINE, BY GEOGRAPHY, 2014–2020 (USD MN)

Table 17 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN MARINE, BY GEOGRAPHY, 2014–2020 (KT)

Table 18 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN AUTOMOTIVE/TRANSPORTATION, BY GEOGRAPHY, 2014–2020 (USD MN)

Table 19 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN AUTOMOTIVE/TRANSPORTATION, BY GEOGRAPHY, 2014–2020 (KT)

Table 20 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN PIPES AND TANKS, BY GEOGRAPHY, 2014–2020 (USD MN)

Table 21 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN PIPES AND TANKS, BY GEOGRAPHY, 2014–2020 (KT)

Table 22 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN ELECTRICAL & ELECTRONICS, BY GEOGRAPHY, 2014–2020 (USD MN)

Table 23 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN ELECTRICAL & ELECTRONICS, BY GEOGRAPHY, 2014–2020 (KT)

Table 24 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN WIND ENERGY, BY GEOGRAPHY, 2014–2020 (USD MN)

Table 25 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN WIND ENERGY, BY GEOGRAPHY, 2014–2020 (KT)

Table 26 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN ARTIFICIAL STONES, BY GEOGRAPHY, 2014–2020 (USD MN)

Table 27 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN ARTIFICIAL STONES, BY GEOGRAPHY, 2014–2020 (KT)

Table 28 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET, BY GEOGRAPHY, 2014–2020 (USD MN)

Table 29 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET, BY GEOGRAPHY, 2014–2020 (KT)

Table 30 U.S. UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION, 2014-2020 (USD MN)

Table 31 U.S. UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION, 2014-2020 (KT)

Table 32 U.S. UNSATURATED POLYESTER RESIN MARKET, BY TYPE, 2014-2020 (USD MN)

Table 33 CANADA UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION, 2014-2020 (USD MN)

Table 34 CANADA UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION, 2014-2020 (KT)

Table 35 CANADA UNSATURATED POLYESTER RESIN MARKET, BY TYPE, 2014-2020 (USD MN)

Table 36 MEXICO UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION, 2014-2020 (USD MN)

Table 37 MEXICO UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION, 2014-2020 (KT)

Table 38 MEXICO UNSATURATED POLYESTER RESIN MARKET, BY TYPE,

2014-2020 (USD MN)

Table 39 NORTH AMERICA UNSATURATED POLYESTER RESIN: COMPANY
SHARE ANALYSIS, 2014 (%)

Table 40 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET: NEW
PRODUCT LAUNCH

Table 41 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET:
MERGERS & ACQUISITION

Table 42 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET:
EXPANSION & INVESTMENT

Table 43 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET:
AGREEMENT

Table 44 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET: JOINT
VENTURE/PARTNERSHIP

List Of Figures

LIST OF FIGURES

Figure 1 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET: SEGMENTATION & COVERAGE

Figure 2 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET: INTEGRATED ECOSYSTEM

Figure 3 TOP-DOWN APPROACH

Figure 4 BOTTOM-UP APPROACH

Figure 5 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET: SNAPSHOT, 2014

Figure 6 NORTH AMERICA UNSATURATED POLYESTER RESIN: TYPE MARKET SCENARIO, BY VOLUME, 2015 & 2020 (KT)

Figure 7 NORTH AMERICA UNSATURATED POLYESTER RESIN: TYPE MARKET SCENARIO, BY VALUE, 2015 & 2020 (USD MN)

Figure 8 NORTH AMERICA UNSATURATED POLYESTER RESIN: ORTHOPHTHALIC RESIN, BY VALUE, 2014-2020 (USD MN)

Figure 9 NORTH AMERICA UNSATURATED POLYESTER RESIN: ISOPHTHALIC RESIN, BY VALUE, 2014-2020 (USD MN)

Figure 10 NORTH AMERICA UNSATURATED POLYESTER RESIN: DCPD RESIN, BY VALUE, 2014-2020 (USD MN)

Figure 11 NORTH AMERICA UNSATURATED POLYESTER RESIN: OTHER RESIN, BY VALUE, 2014-2020 (USD MN)

Figure 12 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION, 2015 & 2020 (USD MN)

Figure 13 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION, 2015 & 2020 (KT)

Figure 14 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN BUILDING & CONSTRUCTION, BY GEOGRAPHY, 2014–2020 (USD MN)

Figure 15 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN MARINE, BY GEOGRAPHY, 2014–2020 (USD MN)

Figure 16 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN PIPES AND TANKS, BY GEOGRAPHY, 2014–2020 (USD MN)

Figure 17 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN ELECTRICAL & ELECTRONICS, BY GEOGRAPHY, 2014–2020 (USD MN)

Figure 18 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN WIND ENERGY, BY GEOGRAPHY, 2014–2020 (USD MN)

Figure 19 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET IN

ARTIFICIAL STONES, BY GEOGRAPHY, 2014–2020 (USD MN)

Figure 20 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET:
GROWTH ANALYSIS, BY GEOGRAPHY, 2015 & 2020 (USD MN)

Figure 21 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET:
GROWTH ANALYSIS, BY GEOGRAPHY, 2015 & 2020 (KT)

Figure 22 U.S. UNSATURATED POLYESTER RESIN MARKET, BY APPLICATION,
2014-2020 (USD MN)

Figure 23 U.S. UNSATURATED POLYESTER RESIN MARKET: APPLICATION
SNAPSHOT (USD MN)

Figure 24 U.S. UNSATURATED POLYESTER RESIN MARKET, BY TYPE, 2014-2020
(USD MN)

Figure 25 U.S. UNSATURATED POLYESTER RESIN MARKET: TYPE SNAPSHOT
(USD MN)

Figure 26 CANADA UNSATURATED POLYESTER RESIN MARKET, BY
APPLICATION, 2014-2020 (USD MN)

Figure 27 CANADA UNSATURATED POLYESTER RESIN MARKET: APPLICATION
SNAPSHOT (USD MN)

Figure 28 CANADA UNSATURATED POLYESTER RESIN MARKET, BY TYPE,
2014-2020 (USD MN)

Figure 29 CANADA UNSATURATED POLYESTER RESIN MARKET: TYPE
SNAPSHOT (USD MN)

Figure 30 MEXICO UNSATURATED POLYESTER RESIN MARKET, BY
APPLICATION, 2014-2020 (USD MN)

Figure 31 MEXICO UNSATURATED POLYESTER RESIN MARKET: APPLICATION
SNAPSHOT (USD MN)

Figure 32 MEXICO UNSATURATED POLYESTER RESIN MARKET, BY TYPE,
2014-2020 (USD MN)

Figure 33 MEXICO UNSATURATED POLYESTER RESIN MARKET: TYPE
SNAPSHOT (USD MN)

Figure 34 NORTH AMERICA UNSATURATED POLYESTER RESIN MARKET:
COMPANY SHARE ANALYSIS, 2014 (%)

Figure 35 ASHLAND INC.: BUSINESS OVERVIEW

Figure 36 ROYAL DSM: BUSINESS OVERVIEW

Figure 37 BASF SE: BUSINESS OVERVIEW

Figure 38 THE DOW CHEMICAL COMPANY: BUSINESS OVERVIEW

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