

# **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.).

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