

South America, Africa, and Middle East Acrylonitrile Butadiene Styrene (ABS) Market: by Application (Appliances, Electrical & Electronics, Transportation, Others), by Geography – Forecasts to 2019

<https://marketpublishers.com/r/SAC6D3DE952EN.html>

Date: April 2015

Pages: 62

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

ID: SAC6D3DE952EN

Abstracts

The ABS market of South America, Africa, and Middle East has been segmented on the basis of application and geography. The major applications of the ABS market include appliances, transportation, electrical & electronics, and so on.

The market data is given with respect to volume (KT) and value (USD Million). The market value of ABS was estimated at \$944.0 million in 2014 and is projected to grow at a CAGR of 3.1% during the forecast period of 2014 to 2019. The data mentioned in the report are based on the South America, Africa, and Middle East demand for ABS.

The overall South America, Africa, and Middle East ABS market has been analysed based on the MMM Analysis. This gives an idea about the current proceedings in the industry at the commercial level. The study provides value chain analysis with respect to ABS manufactures and end-users. The value chain describes the key contribution to the materials market at different stages, from product development to end-use. It represents the key players who are contributing to the South America, Africa, and Middle East ABS market.

In the South America, Africa, and Middle East region, the ABS market is primarily driven by the growing demand from end-user industries, high consumption of appliances, and the high demand from the automobile industries of the emerging economies in the region.

The important applications include appliances, electrical and electronics, transportation,

and others. The flexible ABS industry is expected to show rapid growth in the future. Among the key applications, the appliances segment is the largest application segment of the South America, Africa, and Middle East region, having been valued at \$405.5 million in 2014 and expected to reach \$496.1 million by 2019, at a CAGR is 3.3% from 2014 to 2019. The electrical & electronics segment is the second-largest segment in the South America, Africa, and Middle East market for ABS. Among the key countries considered for the market analysis, Brazil is the leading segment, in terms of the consumption of ABS, mainly owing to the availability of technology and cheap labour in the country.

The key companies in the market are Styrolution Group GmbH (Germany), SABIC Innovation Plastics Holdings US LP (Saudi Arabia), Styron LLC (U.S.), and Ineos ABS (Switzerland), among others. These companies are consistently focusing on expanding their production capacity to achieve a competitive advantage over other players 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 to drive their growth in the South America, Africa, and Middle East ABS market. Their strategies to capture the market in developing economies include expansions and joint ventures.

Scope of the Report:

This research report categorizes the South America, Africa, and Middle East market for ABS on the basis of application and geography, along with forecasts of volume, value, and trends in each of the submarkets.

On the Basis of Application:

Appliances

Electrical & Electronics

Transportation

Others

On the Basis of Geography:

Brazil

Saudi Arabia

Argentina

Others

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