

# South America & Middle East Polystyrene Market by Application (Packaging, Electronics, Appliances, Construction & others); by Country (Brazil, Saudi Arabia, Argentina & Others) – Forecasts and Analysis (2014 – 2019)

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## Abstracts

The report covers the important polystyrene South America & MEA markets. It further divides the market on the basis of applications & countries. The market data for these types is given with respect to volume (KT) and value (USD Million). The market value of polystyrene was estimated to be \$20, 212 million in 2012, and is projected to grow with a CAGR of about 5.1% from 2012 to 2018. The data mentioned in the report are based on the demand for polystyrene in South America & MEA.

The total market for South America & MEA has been analyzed based on the MMM Analysis. This analysis gives an idea about the current proceedings in the industry at the commercial level. The study provides the value chain analysis with respect to polystyrene 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 key players which are contributing to the polystyrene market in South America & MEA.

The impact of different market factors, such as drivers, inhibitors, and opportunities is also illustrated in the report. This gives an idea about the key drivers such as industrialization, high plastic consumption, emerging market for different applications, and availability of affordable raw materials and restraints such as environmental concerns, preference for organic materials, and current economic condition of Europe. 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.

The South America & MEA polystyrene market is also classified based on different applications. The important applications include packaging, electronics, appliances, plastics & rubber industries, and others. The packaging & electronics industries are expected to show rapid growth in the future.

The key companies in this market are BASF SE (Germany), Total (Paris), Videolar SA (Sao Paulo), Unigel Quimica S.A De. C.V (Brazil), SABIC (Riyadh), and others. These companies are consistently focusing on expanding their production capacity to achieve a competitive advantage and thereby serving the customers more effectively. Investments in expansion of plant capacities, followed by acquisitions were the most preferred strategies by the key players in 2012 and 2013. Their strategies to capture the market in developing economies include expansions and agreements.

The Asia-Pacific region emerged to be the driving factor for this market, contributing for approximately 46% of the global demand in terms of consumption in 2012. Brazil is the leading country in the consumption of polystyrene in the South America & MEA region, due to the availability of cheaper raw materials and high demand in plastics and related industries. The important emerging economies such as China and India are projected to witness high growth in this market in the future.

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

### Scope of the report

The report segments the South America & MEA polystyrene market as:

The polystyrene market in South America & MEA has been covered in details in this report. To provide an all-round picture, the current market demand and forecasts have also been included.

On the basis of country:

#### Brazil

Saudi Arabia

Argentina

Others

On the basis of application:

Agriculture

Leather & Textile

Rubber

Chemical & Pharmaceutical

Others

Each application is described in detail in the report with volume and value forecasts for each application. The market is further analyzed for key countries in each of these regions.

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