

Global and China Styrene Butadiene Rubber (SBR) Industry Report, 2010

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Abstracts

During the recent years, the global capacity of styrene butadiene rubber (SBR) has experienced slow growth, with increment primarily from the Asia-Pacific region where the automotive sector is developing rapidly, especially in China. The capacity of SBR in China totaled 740 kilotons in 2007, 840 kilotons in 2008, and 1.04 million tons in 2009, up 23.8%YoY. Promisingly, it will reach 1.24 million tons in 2010.

In 2009, fueled by robust growth in the output of automobiles and consumer durables, the apparent consumption of SBR in China arrived at 1.132 million tons. Of which, China Petroleum & Chemical Corporation (Sinopec) and China National Petroleum Corporation (CNPC) enjoyed market share of 28% and 27% respectively, while imports took 28.5%, accordingly, the imported SBR played a decisive role as the insufficient capacity in China brought along the massive export from countries like South Korea, Russia, and Japan. Along with the rapid capacity expansion of SBR in China, the domestic self-sufficiency rate will continue to rise and the import will tend to decline.

The report not only probes into the output & sales of SBR, consumption structure & development trend, SBR industrial segments, import & export, the influence of upstream & downstream development on SBR industry, etc. but also analyzes the global key SBR enterprises, present Chinese SBR enterprises and the projects under construction.

The world's large SBR manufacturers concentrate in developed countries and regions such as Europe & America, Japan, and South Korea, mainly Goodyear Tire & Rubber Company, Ente Nazionale Ldrocarburi (ENI), Korea Kumho Petrochemical Co., Ltd. (KKPC), and JSR Corporation. The SBR enterprises in developed countries are characterized by large capacity, relatively abundant SBR varieties, and high product performance. The products get primarily applied in high-grade tires.



Chinese SBR enterprises mainly cover SINOPEC Qilu Company, YPC-GPRO (Nanjing) Rubber Company Limited (YGC), and SINOPEC Shanghai Gaoqiao Petrochemical Corporation, Jilin Chemical Group Company, Lanzhou Petrochemical Corporation, and Dushanzi Petrochemical Co., Ltd, as well as joint ventures like Shen Hua Chemical Industrial Co., Ltd. (a subsidiary in mainland China of Taiwan-based TSRC Corp.) and Bridgestone (Huizhou) Synthetic Rubber Co., Ltd. (a Japanese-funded enterprise). Consisting of Hangzhou Zhechen Rubber Co., Ltd., Tianjin Lugang Petroleum Rubber Co., Ltd., Fujian Meizhou Bay Chlor-Alkali Industry Co., Ltd., etc., the private businesses have further activated the SBR market competition by virtue of their strong learning ability and flexible system.



Contents

1 OVERVIEW OF STYRENE BUTADIENE RUBBER (SBR) INDUSTRY

- 1.1 Overview of Rubber
- 1.2 Overview of SBR

2 DEVELOPMENT OF GLOBAL SBR INDUSTRY

- 2.1 Capacity and Distribution
 - 2.1.1 Global Production Capacity
 - 2.1.2 Production in Asia
- 2.2 Demand and Consumption Structure
 - 2.2.1 Demand
 - 2.2.2 Consumption Structure

3 DEVELOPMENT OF CHINESE SBR INDUSTRY

- 3.1 Supply
- 3.1.1 Status Quo
- 3.1.2 Future Trend
- 3.2 Demand
- 3.2.1 Demand Volume
- 3.2.2 Consumption Structure
- 3.3 Supply & Demand Balance
- 3.4 Price

4 IMPORT AND EXPORT OF SBR INDUSTRY

- 4.1 Import
- 4.2 Export

5 DEVELOPMENT OF SBR UPSTREAM AND DOWNSTREAM INDUSTRIES

- 5.1 Upstream Industry
- 5.1.1 Styrene
- 5.1.2 Butadiene
- 5.2 Downstream Industry
 - 5.2.1 Automobile and Tire Industry



- 5.2.2 Cycle Tire
- 5.2.3 Rubber Hose and Rubber Belt
- 5.2.4 Shoemaking
- 5.2.5 Operating Rate of Major Downstream Industries

6 SBR MARKET SEGMENTS

- 6.1 Emulsion Polymerized Styrene Butadiene Rubber (ESBR) Market
 - 6.1.1 Production
 - 6.1.2 Development Trend
- 6.2 Solution Polymerized Styrene Butadiene Rubber (SSBR) Market
 - 6.2.1 Production
 - 6.2.2 Demand
 - 6.2.3 Development Suggestions

7 GLOBAL MAJOR SBR ENTERPRISES

- 7.1 Goodyear Tire & Rubber Co., Ltd
- 7.2 International Specialty Products (ISP)
 - 7.2.1 Profile
- 7.2.2 SBR Business
- 7.3 Dow Chemical
 - 7.3.1 Operation
- 7.3.2 SBR Business
- 7.4 Ente Nazionale Ldrocarburi (ENI)
 - 7.4.1 Profile
 - 7.4.2 Operation of Petrochemical Division
 - 7.4.3 SBR Business
- 7.5 LANXESS
 - 7.5.1 Profile
 - 7.5.2 Operation
 - 7.5.3 SBR Business
- 7.6 SIBUR
- 7.6.1 Profile
- 7.6.2 Operation
- 7.6.3 SBR Business
- 7.7 Korea Kumho Petrochemical Co., Ltd. (KKPC)
- 7.8 JSR Corporation
 - 7.8.1 Profile



7.8.2 Operation7.8.3 SBR Business7.9 ZEON Group

8 CHINESE SBR ENTERPRISES

- 8.1 SINOPEC Qilu Company
 - 8.1.1 Profile
 - 8.1.2 SBR Business
- 8.2 Jilin Petrochemical Company
 - 8.2.1 Profile
 - 8.2.2 SBR Business
- 8.3 Lanzhou Petrochemical Corporation
 - 8.3.1 Profile
 - 8.3.2 SBR Business
- 8.4 Shen Hua Chemical Industrial Co., Ltd.
- 8.5 SINOPEC Shanghai Gaoqiao Petrochemical Corporation
- 8.6 Dushanzi Petrochemical Co., Ltd
- 8.7 YPC-GPRO (Nanjing) Rubber Company Limited (YGC)
- 8.8 Bridgestone (Huizhou) Synthetic Rubber Co., Ltd.
- 8.9 Fujian Meizhou Bay Chlor-Alkali Industry Co., Ltd.
- 8.10 Hangzhou Zhechen Rubber Co., Ltd.
- 8.11 Tianjin Lugang Petroleum Rubber Co., Ltd.
- 8.12 China North Industries Group Corporation (CNGC)
- 8.13 CNPC Fushun Petrochemical Corporation

9 DEVELOPMENT TREND OF SBR INDUSTRY

- 9.1 Development Trend
- 9.2 Development Suggestions



Selected Charts

SELECTED CHARTS

Consumption of Top 4 General Rubbers in China, 2007-2009 Major Technical Indices and Antiager Types of Various ESBR Global ESBR and SSBR Capacity, 2007-2008 Global SBR Capacity and Proportion by Region, 2008 ESBR and SSBR Capacity in Asia-Pacific Region by Country, 2008 ESBR and SSBR Capacity in North America and Latin America by Country, 2008 ESBR and SSBR Capacity in European Countries, 2008 ESBR and SSBR Capacity in Middle East and Africa by Country, 2008 Global SBR Consumption Structure, 2008 Global SBR Consumption Structure by Region, 2008 SBR Consumption Structure in the USA and Japan, 2008 Capacity and Output of Chinese SBR Manufacturers, 2007-2009 Chinese SBR Output, 2007-2009 Chinese SBR Capacity Expansion Enterprises and Newly-added Capacity, 2010-2012E Chinese SBR Apparent Consumption, 2007-2009 Chinese SBR Market Share, 2009 Chinese SBR Consumption Structure, 2009 Supply and Demand of Chinese SBR Industry, 2007-2009 SBR Tax-inclusive Price in Major Chinese Cities, 2009-2010 SBR Import Volume of China, 2007-2010 Import Sources and Import Volume of SBR in China, 2009 SBR Export Volume of China, 2007-2010 Newly-added Capacity of Styrene in China, 2010 Butadiene Downstream Consumption Structure, 2009 Newly-added Capacity of Butadiene in China, 2010-2011E China Automobile Output and YoY Growth, 2007-2010 China Tire Casing Output and YoY Growth, 2007-2010 Major Economic Indices of Cycle Tire Industry, 2009-2010 Capacity and Output of Major Rubber Hose and Rubber Belt Products in China, 2009 Output and YoY Growth of Rubber Shoes, 2007-2010 Operating Rate of Major Downstream Industries, 2009-2010 ESBR Capacity and Proportion of Major Countries, 2008 Chinese ESBR Manufacturers, Capacity and Types, 2007-2009 SSBR Manufacturers and Capacity Net Sales of Goodyear Tire & Rubber Co., Ltd, 2009 vs. 2010



ISP Synthetic Rubber Products and Application Quarterly Net Sales of Dow Chemical, 2009 & 2010 Petrochemical Revenue and Profit of ENI, 2007-2010 Petrochemical Output of ENI, 2009H1 & 2010H1 ESBR Product Types, Technical Indices and Application of ENI SSBR Product Types, Technical Indices and Application of ENI Sales by Segment of LANXESS, 2009H1 & 2010H1 EBITDA Pre Exceptionals by Segment of LANXESS, 2009H1 & 2010H1 Market Share of Sibur Products in Russia, 2009 Output and Domestic & Overseas Sales of Sibur Products, 2009 Earnings and Net Profit of Sibur, 2005-2009 Business Fields of KKPC Revenue and Profit of KKPC, 2007-2009 Synthetic Rubber Capacity of KKPC, 2004-2009 Capacity of JSR by Product, Mar. 2010 Licensing of JSR Technology Revenue and Profit of JSR, FY2006-FY2010 Revenue Structure of JSR by Product, FY2010 ESBR Types, Properties and Application of JSR SSBR Types, Properties and Application of JSR Revenue and Profit of ZEON Group, FY2006-FY2010 SBR Types, Properties and Application of ZEON Group Major Petrochemical Capacity of SINOPEC Qilu Company, 2009 Operating Income of Shen Hua Chemical Industrial Co., Ltd., 2007-2008 Operating Income of YGC, 2007-2008 Project Investment and Capacity of Tianjin Lugang Petroleum Rubber Co., Ltd.



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