

# **North American Floor Adhesives Market by Material Type (Epoxy Adhesives, Polyurethane Adhesives, Acrylic Adhesives, Vinyl Adhesives, and Other Adhesives), by Application Type (Tile & Stone, Carpet, Wood, Laminates, Vinyl Flooring, and Others), by Technology Type (Water-based Adhesives, Solvent-based Adhesives, and Other Adhesives), by End-User Type (Residential, Commercial, and Industrial), and by Region (the USA, Canada, and Mexico), Trend, Forecast, Competitive Analysis, and Growth Opportunity: 2018-2023**

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## **Abstracts**

This is the ONGOING report. If ordered it could be delivered in 2-3 weeks timeframe.

This report, from Stratview Research, studies the North American floor adhesives market over the period trend period of 2012 to 2017 and the forecast period of 2018 to 2023. The report provides detailed insights into the market dynamics to enable informed business decision making and growth strategy formulation based on the opportunities present in the market.

### **The North American Floor Adhesives Market: Highlights**

The North American floor adhesives market is projected to reach an estimated value of US\$ 1,097.9 million in 2023. The upward trajectory of the floor adhesives market in the region is likely to continue with attractive growth opportunities in the entire ecosystem of

the market in the coming years. Growing North American construction industry, an increasing consumption of adhesives in North America, increasing usage of water-based adhesives in order to reduce VOC emissions, replacement of mechanical fastening systems with adhesives, and ability of adhesives to bond dissimilar materials are the driving factors that are burgeoning the growth of floor adhesives in the North American market.

The market dynamics of floor adhesives in North America is different than that of other parts of the world. The region has an overall high penetration of adhesives in flooring applications as compared to Asia-Pacific, which is the largest flooring adhesives market. Also, the per capita consumption of floor adhesives is quite higher in North America as compared to that of Asia-Pacific.

The North American floor adhesives market is segmented based on the material type as Epoxy Adhesives, Polyurethane Adhesives, Acrylic Adhesives, Vinyl Adhesives, and Other Adhesives. Polyurethane adhesives currently dominates the North American floor adhesives market, driven by its higher usage in wood flooring applications. Acrylic adhesives are likely to witness the highest growth during the same period, owing to their increased usage in LVT flooring and carpet applications.

Based on the application type, wood flooring is likely to be the dominant application type in the North American floor adhesives market during the forecast period. There is an increasing usage of adhesives instead of mechanical fastening systems in the wood flooring application. Wood flooring requires more adhesive content per square feet, which further elevates the demand for adhesives in the segment. Vinyl flooring application is expected to witness the highest growth during the forecast period, driven by an increasing demand for luxury vinyl tiles (LVT) in North America.

The North American floor adhesives market is segmented based on the technology type as Water-based Adhesives, Solvent-based Adhesives, and Other Adhesives. Water-based technology currently dominates the North American floor adhesives market. The technology type is also likely to grow at the highest rate during the forecast period, driven by stringent regulations regarding reducing VOC emissions in order to create safer environment.

Based on regions, the North American floor adhesives market is further segmented as the USA, Canada, and Mexico. The USA is likely to maintain its leading position in the region during the forecast period, whereas Mexico is expected to witness the highest growth in the foreseeable future.

The supply chain of this market comprises of raw material suppliers, floor adhesive manufacturers, dealers & distributors, and flooring installers. Some of the major floor adhesive suppliers in North America include Arkema Inc. (including Bostik), Ardex GmbH, Bona AB, H.B. Fuller Company, Mapei Corporation, Roberts Consolidated, and W.F. Taylor Co., Inc., and Sika AG.

## Research Methodology

Our reports offer high quality insights and are the outcome of detailed research methodology comprising extensive secondary research, rigorous primary interviews with industry stakeholders and validation and triangulation with Stratview Research's internal database and statistical tools. More than 500 authenticated secondary sources, such as company annual reports, fact book, press release, journals, investor presentation, white papers, patents, and articles have been leveraged to gather the data. About 10 detailed primary interviews with the market players across the value chain in North America and industry experts have been executed to obtain both qualitative and quantitative insights.

## Report Features

This report provides market intelligence in the most comprehensive way. The report structure has been kept such that it offers maximum business value. It provides critical insights on the market dynamics and will enable strategic decision making for the existing market players as well as those willing to enter the market. The following are the key features of the report:

Market structure: Overview, industry life cycle analysis, supply chain analysis

Market environment analysis: Growth drivers and constraints, Porter's five forces analysis, SWOT analysis

Market trend and forecast analysis

Market segment trend and forecast

Competitive landscape and dynamics: Market share, product portfolio, product launches, etc.

Attractive market segments and associated growth opportunities

Emerging trends

Strategic growth opportunities for the existing and new players

Key success factors

The North American Floor Adhesives Market is segmented into the following categories.

North American Floor Adhesives Market by Material Type:

Epoxy Adhesives

Acrylic Adhesives

Polyurethane Adhesives

Vinyl Adhesives

Others

North American Floor Adhesives Market by Application Type:

Tile & Stone

Carpet

Wood

Laminate

Vinyl Flooring

Others

## North American Floor Adhesives Market by Technology Type:

Water-based Adhesives

Solvent-based Adhesives

Other Adhesives

## North American Floor Adhesives Market by End-User Type:

Residential Construction

Commercial Construction

Industrial Applications

## North American Floor Adhesives Market by Region:

The USA

Canada

Mexico

## Report Customization Options

With this detailed report, Stratview Research offers one of the following free customization options to our respectable clients:

### Company Profiling

Detailed profiling of additional market players (up to 3 players)

SWOT analysis of key players (up to 3 players)

## Market Segmentation

Current market segmentation of any of the North American country by material type

## Competitive Benchmarking

Benchmarking of key players on the following parameters: Product portfolio, geographical reach, regional presence, and strategic alliances

Custom Research: Stratview Research offers custom research services across sectors. In case of any custom research requirement related to market assessment, competitive benchmarking, sourcing and procurement, target screening, and others, please send your enquiry at [sales@stratviewresearch.com](mailto:sales@stratviewresearch.com).

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