

United States Floor Adhesive Market Segmented By Resin Type (Polyurethane Adhesive, Epoxy Adhesive, Vinyl Adhesive, Acrylic Adhesive, Others), By Technology (Water-Based Adhesive, Hot-Melt Adhesive, and Solvent-Based Adhesive), By Application (Wood, Carpet, Laminate, Tile & Stone, Others), By Region, Competition, Forecast and Opportunities, 2018-2028

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Abstracts

United States Floor Adhesive Market has valued at USD1.61 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.52% through 2028. Growing investments in the construction industry, especially in residential and commercial sectors, are projected to boost market growth over the forecast period. The shifting trend toward the renovation of existing buildings owing to increasing disposable income and inclination for aesthetic appearance is propelling the product demand. Moreover, the government initiatives towards economic recovery, such as tax incentives and subsidies for construction projects, are further benefitting the growth of the construction industry and positively influencing flooring adhesives demand.

The U.S. is a lucrative market for flooring adhesive and is anticipated to observe high growth in wooden flooring over the coming years. Ease of maintenance, elegant appearance, and high return on investments are factors augmenting the popularity of wooden flooring in the U.S. Houses with wooden flooring can expect a return on investment of 70% to 80% and an increase of 2% to 3% in their costs. These factors, along with the increasing focus on sustainable and eco-friendly construction, are propelling the growth of the wooden flooring segment.

For instance, in November 2020, AHF Products, a leading manufacturer of flooring materials, announced its plan to invest USD 2.5 million in its Somerset facility to introduce a new line of highly durable end-grain hardwood flooring. This investment not only indicates the growing demand for flooring materials but also highlights the importance of innovation and product development in meeting the evolving needs of the market.

With the ease in pandemic-related restrictions, construction spending is witnessing a significant rise in different parts of the world since the second half of 2020. In an attempt to boost economic recovery and stimulate job creation, various housing projects are being developed by private investors, as well as government bodies. These projects include the construction of affordable housing units, residential complexes, and commercial buildings, which are expected to positively influence the growth of the flooring adhesives market.

For instance, on January 06, 2021, the state government of Maharashtra in India took a proactive step by reducing premium charges by 50% under the new Development Control and Promotion Regulations (DCPR) rule 2034 across the board for ongoing and new construction projects up to December 31, 2021. This move is expected to give a significant boost to the real estate sector in the state, attracting more investments and driving the demand for flooring adhesives.

In conclusion, the construction industry is experiencing a surge in investments, renovation projects, and government initiatives aimed at economic recovery, all of which are driving the demand for flooring adhesives. With the growing popularity of wooden flooring, technological advancements, and sustainable construction practices, the market is poised for substantial growth in the coming years.

Key Market Drivers

Growing Demand of Floor Adhesive in Construction Industry

Floor adhesives play a crucial role in the construction industry, serving as an essential component to bond a wide variety of flooring materials such as tiles, wood, carpet, and vinyl to the floor surface. With their versatility, safety features, and user-friendly nature, floor adhesives have become an indispensable tool in both residential and commercial construction projects.

The rapid expansion of the United States construction industry serves as a significant driver for the floor adhesives market. As the demand for construction of new buildings, homes, and infrastructures continues to grow, so does the need for reliable and efficient floor adhesives. Additionally, renovation and refurbishment activities, which often involve the replacement or repair of flooring, contribute further to the ever-increasing demand for floor adhesives.

The evolving needs of the construction industry have led to continuous innovations in floor adhesive products. Manufacturers are constantly developing adhesives with enhanced properties, including improved bonding strength, faster curing times, and increased resistance to moisture and chemicals. These advancements not only meet the industry's demands for high-performance adhesives but also significantly drive the growth of the floor adhesives market.

Looking ahead, the floor adhesives market shows no signs of slowing down. With the construction industry expected to continue its growth trajectory, the demand for floor adhesives is set to follow suit. Moreover, emerging trends such as the increasing adoption of eco-friendly adhesives and the development of advanced adhesive technologies are likely to further fuel market growth in the coming years.

In conclusion, the growing demand for floor adhesives in the construction industry serves as a significant driver for the United States floor adhesives market. As the construction industry continues to expand and evolve, the floor adhesives market is poised for sustained growth in the coming years, driven by the increasing need for reliable and innovative adhesive solutions.

Growing Advancements in Flooring Materials

Flooring material advancements have brought about a remarkable transformation in the construction industry, leading to a surge in demand for floor adhesives. The flooring materials market is projected to witness substantial growth in the coming years, with a forecasted compound annual growth rate (CAGR) of 5-6%. This growth can be attributed to the introduction of new technologies that are significantly disrupting the industry.

With the advent of these technological advancements, a wide range of flooring options has emerged, each having its own unique adhesive requirements. This has created a need for specialized floor adhesives that can cater to the diverse needs of different flooring materials. The increasing popularity of laminate flooring, for instance, has seen

notable advances in terms of design realism and improved durability. As a result, high-performance adhesives are now essential to ensure proper installation and enhance the longevity of these advanced flooring materials.

Additionally, vinyl flooring has gained significant traction in recent years, thanks to advancements in manufacturing methods and digital photography. As vinyl flooring continues to mimic the appearance of natural materials and stone, decorative patterns are becoming increasingly popular. Consequently, the demand for reliable adhesives to support these design trends has grown substantially.

Furthermore, the floor coatings market is experiencing remarkable growth due to ongoing technological advancements. These coatings often require the use of specific adhesives, thereby contributing to the overall expansion of the United States Floor Adhesive Market.

In light of these developments, the future of the floor adhesive industry looks promising, with continued innovation and advancements expected to drive further growth and meet the evolving needs of the construction sector.

Key Market Challenges

Growth in Environmental Regulations

Environmental regulations have been tightened around the world in an attempt to combat climate change and preserve natural resources. These regulations, which often target industries like construction and manufacturing, aim to reduce the negative environmental impact caused by the production and use of adhesives.

One of the specific challenges that arise from these regulations is the increasing focus on volatile organic compounds (VOCs), which are commonly found in traditional floor adhesives. VOCs not only contribute to air pollution but also pose potential health risks to humans. To address this concern, many regions have introduced strict limits on the VOC content of adhesives, pushing adhesive manufacturers to find alternative formulations and invest in new production technologies to meet these requirements.

While these growing environmental regulations are essential for a sustainable future, they can potentially increase production costs for floor adhesive manufacturers. The need to reformulate products or adopt new production technologies to comply with regulations may require additional investments, impacting the overall cost of production.

Nevertheless, embracing these environmental regulations is crucial for the long-term preservation of our planet and the well-being of future generations. By adopting greener practices and developing eco-friendly adhesives, we can contribute to a more sustainable and environmentally conscious future.

Key Market Trends

Increased Use of Water-Based Adhesives

In the floor adhesive market, water-based adhesives are gaining prominence due to their numerous advantages and growing demand. These adhesives offer exceptional versatility, allowing them to meet diverse needs in various applications. Whether it's for hardwood flooring, carpet installation, or tile fixing, water-based adhesives have proven to be reliable and efficient.

One of the key factors contributing to the increased preference for water-based adhesives is their environmental friendliness. As consumers and businesses become more conscious of their ecological footprint, the demand for eco-friendly products continues to grow. Water-based adhesives play a crucial role in meeting this demand as they have lower volatile organic compound (VOC) content, reducing the release of harmful chemicals into the environment. Moreover, these adhesives are safer to handle, making them an ideal choice for manufacturers and consumers alike.

Looking ahead, the water-based adhesive market is expected to maintain its significant growth trajectory. The increasing focus on environmental conservation and sustainability is projected to drive this growth through 2028. As the demand for eco-friendly alternatives in the floor adhesive market rises, water-based adhesives are poised to experience further growth and drive innovation in this sector.

In conclusion, the growing adoption of water-based adhesives represents a significant trend in the United States Floor Adhesive Market. As environmental consciousness continues to soar, this trend is expected to persist and fuel growth and innovation in the floor adhesive industry. By choosing water-based adhesives, manufacturers and consumers alike contribute to a more sustainable and eco-friendly future.

Segmental Insights

Resin Type Insights

Based on the category of resin type, the acrylic adhesive segment emerged as the dominant player in the United States market for Floor Adhesive in 2022. The characteristics of acrylic resins, such as fast-setting time and increased adhesion to difficult-to-bond substrates, make them an ideal choice for various applications. These resins offer good environmental resistance and are commonly used in the development of waterborne and heat-resistant adhesives, as well as UV light-curing adhesives.

One of the key areas where acrylic adhesives excel is in the installation of resilient and wooden floorings. These adhesives are particularly suitable for moisture-free porous or rugged surfaces, providing high resistance to plasticizer migration and creating tough and permanent bonds. The demand for resilient and wooden floors is expected to rise after the 2021 Tokyo Olympics, as there is a growing emphasis on the development of sports infrastructure. This increased demand for asphalt and wood floors is projected to contribute to the higher consumption of acrylic adhesives.

In addition to acrylic resins, polyurethane adhesives are another vital segment in the flooring adhesive market. The rising demand for polyurethane adhesives has prompted raw material suppliers to enhance their production capacity. For instance, BASF announced the expansion of its polyurethane dispersion business in January 2020, with the aim of strengthening its portfolio of adhesives, parquet floorings, and automotive and industrial coatings.

These advancements in the adhesive industry are driven by the need for reliable and durable flooring solutions, catering to various requirements in different sectors.

Application Insights

The Others segment is projected to experience rapid growth during the forecast period. Resilient flooring is a versatile flooring option that combines a mixture of vibrant colors, strong binders, and durable fillers. Binders, such as asphalt and resin, work together to hold the mixture firmly, while fillers, including limestone, groundwood, and synthetic fibers, contribute to its strength and resilience. These components are carefully crafted using elastic materials like rubber, PVC, and linoleum, ensuring a flooring solution that can withstand heavy foot traffic and various environmental conditions.

This type of flooring finds extensive use in a wide range of applications, making it highly beneficial in multiple settings. From busy manufacturing units and bustling restaurants to critical healthcare facilities, sports arenas, educational institutions, and even

residential spaces like playrooms, living rooms, shower rooms, garages, and home gymnasiums, resilient flooring proves its worth. Its versatility and durability contribute to the growth of this segment, while also boosting the consumption of adhesives used during installation.

Furthermore, wooden flooring is projected to witness significant growth in the coming years, particularly in the luxury construction sector, both in residential and commercial spaces. The increasing importance of wooden flooring stems from its numerous advantages. These include exceptional strength, long-term durability, effortless maintenance, aesthetic appeal, enhanced monetary value of the property, timeless appearance, the option of refinishing, improved acoustics, and even a positive impact on indoor air quality.

With such a wide array of benefits, resilient and wooden flooring continue to revolutionize the flooring industry, catering to the diverse needs and preferences of consumers across different sectors.

Regional Insights

Midwest emerged as the dominant player in the United States Floor Adhesive Market in 2022, holding the largest market share in terms of value. The presence of key players and emerging economies in the Midwest region can be attributed to various factors. Developing countries United States have been instrumental in contributing to the growth of the regional market. Their successful participation has led to the establishment of manufacturing plants by several key players in these emerging economies. This strategic move is driven by the advantage of low manufacturing costs in the Midwest region, which is expected to have a positive impact on market growth in the forecast period.

Furthermore, the changing living standards and increasing disposable income in the Midwest region have resulted in a higher demand for products in the infrastructure industry. Floor adhesives, in particular, find multiple applications in the automotive sector, such as carpet attachment, padding, sound deadeners, composite bonding, and accessory bonding. This diverse range of uses is projected to drive the growth of the floor adhesives market in the Midwest region.

Moreover, the region's commitment to research and development activities is evident in the rising investments towards the introduction of advanced types of adhesives. This focus on innovation is expected to further accelerate the growth of the Midwest market

in the near future.

Key Market Players

Mapei S.p.A.

Sika AG

Henkel AG

The Dow Chemical Company

Wacker Chemie AG

Bostik SA

Forbo Holdings AG

Pidilite Industries Limited

LATICRETE International Inc.

Dupont De Nemours Inc.

Report Scope:

In this report, the United States Floor Adhesive Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Floor Adhesive Market, By Resin Type:

Polyurethane Adhesive

Epoxy Adhesive

Vinyl Adhesive

Acrylic Adhesive

Others

Floor Adhesive Market, By Technology:

Water-Based Adhesive

Hot-Melt Adhesive

Solvent-Based Adhesive

Floor Adhesive Market, By Application:

Wood

Carpet

Laminate

Tile & Stone

Others

Floor Adhesive Market, By Region:

Northeast

Midwest

South

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Floor Adhesive Market.

Available Customizations:

United States Floor Adhesive Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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