

United States Hot Melt Adhesives Market Segmented By Resin Type (Ethylene Vinyl Acetate, Styrene Block Copolymers, Metallocene Polyolefin, Others), By End User (Packaging Solutions, Nonwoven Hygiene Products, Others), By Region, Competition, Forecast and Opportunities, 2018-2028

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Abstracts

United States Hot Melt Adhesives Market has valued at USD1.42 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.03% through 2028. Hot melt adhesives, also known as hot glues, are solid formulations primarily composed of thermoplastic polymers. These adhesives exhibit a solid state under normal temperatures but transform into a liquid state upon heating above their softening point. Once applied and cooled, they solidify, creating a robust bond with excellent structural integrity. The manufacturing process involves blending thermoplastics with various additives such as waxes, plasticizers, fillers, resins, and antioxidants to achieve desired properties.

Hot melt adhesives offer versatile application methods, including extrusion, screen printing, spiral spraying, melt blowing, and slot die coating. Unlike other adhesives, hot melt adhesives provide instant bonding with a wide range of materials, including plastics, ceramics, glass, paper, rubber, wood, and metal. Consequently, they have found extensive use in diverse industries such as packaging, construction, electronics, textiles, and automotive.

The demand for hot melt adhesives is primarily driven by the growing packaging sector, where they are widely used for sealing, assembling, and labeling corrugated boxes and paperboard cartons. Furthermore, the automobile industry relies on hot melt adhesives

for assembling car seat covers and carpets, contributing to their high demand. The furniture industry also experiences a surge in demand for hot melt adhesives due to the increasing popularity of fully assembled and laminated furniture.

In addition, the infrastructural development taking place in emerging economies like India, China, and Vietnam has further augmented the use of hot melt adhesives. These adhesives are employed for binding ceramics, wood panels, flooring materials, and reengineered plastics. The food and beverage sector is also contributing to the demand for hot melt adhesives, particularly due to the rising adoption of customized and flexible packaging. Notably, hot melt adhesives are preferred in the industry as they do not contain volatile organic compounds (VOCs), which can lead to foul odor and negatively impact food quality.

Moreover, the market for hot melt adhesives has witnessed advancements with the introduction of the PUR (polyurethane reactive) technology. This innovation has brought forth advanced product variants that offer high heat resistance, UV protection, and superior binding strength. These enhanced properties have positively influenced the growth of the hot melt adhesives market, expanding its application potential.

Key Market Drivers

Growing Demand of Hot Melt Adhesives in Construction Industry

Hot melt adhesives (HMAs) are thermoplastic materials that melt at high temperatures and solidify upon cooling to create strong and durable bonds. These versatile adhesives offer numerous advantages over other bonding methods in the construction industry.

In construction applications, HMAs find wide usage in various areas such as flooring, insulation, roofing, and panel lamination. They are also extensively used in the production of windows and doors, as well as for bonding different construction materials together. The growing demand for hot melt adhesives can be attributed to the robust growth of the construction industry worldwide, particularly in developing economies. As construction companies strive to enhance efficiency and productivity, they increasingly rely on HMAs for their exceptional bonding capabilities and quick setting times.

Moreover, the increasing focus on energy-efficient buildings and sustainable construction practices has further propelled the use of HMAs. These adhesives play a crucial role in the installation of insulation materials, contributing to improved energy efficiency in buildings.

The construction industry has witnessed significant advancements in adhesives technology, driving the demand for HMAs. Manufacturers are continuously developing advanced hot melt adhesives with enhanced performance characteristics, including superior heat resistance, improved bonding strength, and greater flexibility. These innovative products cater to the evolving needs of construction projects, ensuring reliable and long-lasting bonds.

Furthermore, in response to growing environmental concerns and stricter regulations on volatile organic compound (VOC) emissions, there is a rising trend towards the development of biobased HMAs. These eco-friendly adhesives not only address sustainability concerns but also present new opportunities for the construction industry.

Overall, hot melt adhesives are indispensable in the construction sector, offering exceptional bonding capabilities, quick setting times, and the ability to withstand demanding conditions. Their versatility, combined with continuous advancements in technology and sustainability, ensures their significant role in the future of construction.

Growing Demand of Hot Melt Adhesives in Packaging Industry

The United States Hot Melt Adhesives Market is experiencing robust growth, with its size projected to increase significantly over the next decade. This burgeoning market is driven by the rising demand for hot melt adhesives in various sectors, particularly the packaging industry.

Hot melt adhesives, which are 100% solid, solvent-free compounds that become fluid when heated, have been steadily gaining popularity due to their superior adhesive properties and environmental benefits. These adhesives offer excellent adhesion, fast set times, and long-term stability, making them an ideal choice for diverse applications in the packaging industry.

The packaging industry is a significant consumer of hot melt adhesives. With the sector's exponential growth, the demand for these adhesives has surged. The industry uses these adhesives in various applications, including carton sealing, tray forming, and case sealing. As per a report by GM Insights, the hot melt adhesives industry share from the packaging application is estimated to surpass USD 7.5 billion by 2032.

In addition to the packaging industry, the hot melt adhesives market is also driven by the demand in non-woven and hygiene products. As consumers increasingly prioritize

sustainable packaging solutions, the need for hot melt adhesives is expected to further augment.

The increasing demand for hot melt adhesives in the packaging industry, coupled with their environmentally friendly nature and superior adhesive properties, makes them a growth engine for the United States adhesives market. As industries continue to seek efficient and sustainable solutions, the future of the hot melt adhesives market looks promising. The market is poised to witness continuous growth and innovation, with advancements in technology and expanding applications across various industries.

Key Market Challenges

Volatility in Prices of Raw Materials

Hot melt adhesives are composed of three primary components: high molecular weight polymers, tackifying resins, and waxes or oils. These materials, obtained from petroleum, a non-renewable resource, are subject to price fluctuations in the United States market due to changes in supply and demand dynamics. The dependence on petroleum-based products as raw materials has long been a concern for industries relying on them, given the potential impact on production costs. The prices of these crucial inputs can fluctuate due to a myriad of factors, including geopolitical tensions, natural disasters, changes in production levels, and shifts in United States demand.

For instance, the recent COVID-19 pandemic had a profound effect on the oil industry, leading to unexpected swings in petroleum prices. This volatility directly affected the cost of producing hot melt adhesives, creating an atmosphere of uncertainty and potential financial risk for manufacturers. The implications of such raw material price volatility have a ripple effect on the hot melt adhesives market. As the cost of raw materials rises, it inevitably increases production costs for manufacturers, who may then pass on these increased costs to consumers in the form of higher prices. Consequently, this price increase can potentially dampen demand, as consumers become more price sensitive.

Moreover, the unpredictability of raw material costs poses challenges for businesses in the hot melt adhesives sector when it comes to budgeting and forecasting. The difficulty in accurately predicting these costs can lead to reduced profit margins, especially for smaller manufacturers who may lack the financial resilience to absorb sudden cost increases. The need for stability and predictability in raw material prices is crucial for maintaining a sustainable and profitable business model in the hot melt adhesives

industry.

Key Market Trends

Surge in Technological Advancements

Hot melt adhesives have undergone remarkable improvements thanks to continuous technological advancements. These developments have resulted in the creation of adhesives that boast not only superior bonding capabilities but also enhanced durability and increased resistance to heat and chemicals. As a result, the potential applications of hot melt adhesives have expanded, leading to a significant surge in demand.

Furthermore, the progress made in polymer technology has played a pivotal role in the development of high-performance hot melt adhesives. Polymer-based hot melt adhesives, in particular, have been gaining popularity due to their exceptional adhesion properties, remarkable versatility, and ease of use.

In line with the growing trend towards sustainability and eco-friendly products, the adhesive industry has been responding by offering more environmentally conscious options. This response is driven by the increased environmental awareness and stricter regulations regarding the use of potentially harmful materials. Technological advancements have enabled manufacturers to produce hot melt adhesives that are not only high-performing but also more environmentally friendly. For instance, the development of bio-based hot melt adhesives provides a greener alternative to traditional petroleum-based products. These adhesives are derived from renewable resources and are biodegradable, significantly reducing their environmental impact.

It is evident that the surge in technological advancements has had a positive and transformative impact on the United States Hot Melt Adhesives Market. With improved performance, increased sustainability, and environmentally friendly options, the demand for hot melt adhesives is poised to continue its exponential growth.

Segmental Insights

Resin Type Insights

Based on the category of resin type, the Ethylene Vinyl Acetate, segment emerged as the dominant player in the United States market for Hot Melt Adhesives in 2022. EVA (ethylene-vinyl acetate) is a copolymer adhesive that finds extensive applications across

diverse industries such as packaging, assembly, paper, and automotive. Its popularity stems from its exceptional adhesion, robust mechanical strength, solubility in paraffin, and remarkable flexibility. These unique properties have contributed significantly to the growth of this segment.

On the other hand, polyolefin hot melts are widely utilized in product assembly applications. This is primarily due to their excellent barrier properties, outstanding chemical resistance, and low moisture permeability, which are key factors driving the growth of this segment. These remarkable properties have led to the widespread adoption of polyolefin hot melts in various industries, including nonwoven product manufacturing and packaging, thereby positively impacting the market.

End User Insights

The Packaging segment is projected to experience rapid growth during the forecast period. Hot melt adhesives (HMA) are highly preferred in the packaged industry due to their ability to withstand extreme challenges. They play a crucial role in closing the flaps of corrugated boxes and paperboard cartons, ensuring secure packaging. Moreover, HMA finds extensive usage in the electronic device manufacturing sector, where it is employed to affix parts and wires, providing insulation and protection to the device components.

The nonwovens segment is expected to witness significant growth from 2021 to 2028. This growth can be attributed to rising concerns over personal hygiene and the increasing disposable income of consumers. The demand for nonwoven products, including female hygiene goods, diapers, and personal care products, is on the rise, and this, in turn, is anticipated to drive the growth of the nonwovens segment.

In the automotive industry, hot melt adhesives are extensively used by car and truck manufacturers for various applications. They are utilized for the adhesion of carpets, headliners, radiators, and batteries, ensuring strong and durable bonds. Additionally, polyolefin, a type of hot melt adhesive, finds use in the coating of electronic components and the insulation of wires, further strengthening the demand for HMA in the automotive sector. The automotive industry values HMA for its exceptional safety, quality, and reliability, making it a preferred choice in automotive applications.

Regional Insights

Midwest emerged as the dominant player in the United States Hot Melt Adhesives

Market in 2022, holding the largest market share in terms of value. Significant growth of e-commerce services in the region has led to a surge in demand for nonwoven products, thereby driving the overall market growth. The competitive business landscape is opening up more opportunities due to the wide-ranging applications of hot melt adhesives, further fueling the demand for these products.

In Midwest region, the market is projected to witness a Compound Annual Growth Rate (CAGR) of 4.3% in terms of revenue from 2021 to 2028. The packaging sector in the region is expected to play a pivotal role in driving market growth, thanks to the presence of major packaging manufacturers such as International Paper, Ball Corporation, and Owens-Illinois. These industry giants contribute to the region's packaging capabilities and reinforce its position in the market.

Key Market Players

3M Co.

Alfa International Corporation

Arkema SA

Ashland United States Holdings Inc.

Avery Dennison Corporation

Beardow & Adams (adhesives) Limited

Dow Inc.

H.B. Fuller Company

Huntsman International LLC

Master Bond Inc.

Report Scope:

In this report, the United States Hot Melt Adhesives Market has been segmented into the following categories, in addition to the industry trends which have also been detailed

United States Hot Melt Adhesives Market Segmented By Resin Type (Ethylene Vinyl Acetate, Styrene Block Copolym...

below:

Hot Melt Adhesives Market, By Resin Type:

Ethylene Vinyl Acetate

Styrene Block Copolymers

Metallocene Polyolefin

Others

Hot Melt Adhesives Market, By End User:

Packaging Solutions

Nonwoven Hygiene Products

Others

Hot Melt Adhesives Market, By Region:

Northeast

Midwest

South

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Hot Melt Adhesives Market.

Available Customizations:

United States Hot Melt Adhesives Market report with the given market data, Tech Sci

United States Hot Melt Adhesives Market Segmented By Resin Type (Ethylene Vinyl Acetate, Styrene Block Copolym...

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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