

United States Plastisol Market By Application (Coatings, Moldings, Screen Printing, Adhesives, Sealants), By End User (Textile, Transportation, Construction, Metal Finishing, Defense, Recreational, Sports, Leisure, Toys), By Region, Competition, Forecast and Opportunities, 2019-2029F

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Abstracts

United States Plastisol Market was valued at USD 1.45 billion in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 4.21% through 2029. Plastisols, a type of vinyl or PVC, are incredibly versatile and widely used in various applications due to their durability, ease of use, and adaptability. These unique properties make them an excellent choice as adhesives, sealants, and paints, while also finding extensive use in the screen printing industry for creating vibrant and long-lasting designs on textiles.

One of the key drivers behind the consistent growth of the plastisol market is the increasing prominence of plastisol coatings in various end-use industries. These coatings offer exceptional resistance to weathering, corrosion, and electrical insulation, making them highly suitable for both indoor and outdoor applications. This exceptional performance has led to a surge in demand, particularly in sectors such as automotive and construction, where durability and longevity are of paramount importance.

Another significant factor contributing to the expansion of the plastisol market is the rapid growth of the textile industry. Plastisol ink, widely used in screen printing, is favored for its ability to create vibrant and long-lasting prints on fabrics. As the fashion and textile industries continue to flourish, the demand for high-quality

plastisol inks remains on the rise.

Continuous advancements in technology and production methods have resulted in the development of even higher quality plastisols and more efficient manufacturing processes. These improvements not only make plastisols more accessible but also more cost-effective, further fueling their market growth.

It is important to acknowledge that the market's growth is not without challenges. Environmental concerns surrounding the use of PVC and the proper disposal of plastisol products pose potential obstacles. Industry players are actively investing in research and development to explore and produce eco-friendly alternatives. These efforts aim to address these concerns and pave the way for a more sustainable future, opening up new avenues for growth and innovation within the plastisol industry.

Key Market Drivers

Growing Demand of Plastisol in Automotive Industry

Plastisol, a suspension of PVC particles in a liquid plasticizer, possesses a multitude of properties that make it highly sought after in automotive applications. Its exceptional chemical resistance, electrical insulation, and durability render it the preferred choice for various components in vehicles.

One of the primary and crucial uses of plastisol in the automotive industry is in underbody coatings. These coatings are meticulously applied to the undercarriage of vehicles to provide comprehensive protection against corrosion and wear caused by harsh road conditions and unpredictable weather elements. Plastisol's remarkable adhesive properties and resistance to abrasion make it an ideal material for this purpose, ensuring long-lasting defense and preservation of the vehicle's underbody.

Apart from underbody coatings, plastisol finds extensive utilization in the production of automotive seals. The seals fabricated from plastisol exhibit outstanding flexibility and durability, guaranteeing a snug fit and an extended lifespan. This exceptional performance has resulted in an upsurge in demand for plastisol-based seals, significantly contributing to the expansion of the plastisol market in the automotive sector.

Another significant application of plastisol in the automotive industry lies in the production of molded parts. The inherent moldability of plastisol enables it to be

effortlessly shaped into various forms and sizes, rendering it suitable for manufacturing a wide range of automotive components such as knobs, handles, and gaskets. This versatility in design and production has further propelled the adoption of plastisol in the automotive sector.

The thriving automotive industry in the United States, fueled by escalating vehicle production and sales, directly influences the demand for plastisol. Ongoing research and development endeavors aimed at enhancing the properties of plastisol and exploring new applications in the automotive industry are also instrumental in driving the market's growth.

Growing Demand of Plastisol in Construction Industry

Plastisol, a suspension of PVC particles in a liquid plasticizer, is a versatile material that offers a myriad of benefits in construction applications. Its exceptional chemical resistance, electrical insulation, and durability make it highly desirable for a wide range of construction materials.

One of the primary uses of plastisol in the construction industry is in coatings. These coatings are meticulously applied to various surfaces, providing exceptional protection against corrosion, wear, and weathering. Due to plastisol's superior adhesive properties and remarkable resistance to abrasion, it serves as an ideal material for safeguarding surfaces against environmental elements.

In addition to coatings, plastisol finds application in the production of sealants in the construction industry. Sealants made from plastisol exhibit outstanding flexibility and durability, ensuring a tight fit and an extended lifespan. This exceptional performance has led to a surge in demand for plastisol-based sealants, further bolstering the growth of the plastisol market.

Plastisol plays a crucial role in the production of roofing materials. Due to its versatility, plastisol can be easily molded into various shapes and sizes, making it suitable for manufacturing a wide range of roofing materials, catering to diverse architectural needs.

The ever-growing construction industry in the United States, fueled by an increase in building and infrastructure projects, stands as a direct catalyst for the growing demand for plastisol. As construction projects continue to rise, so does the need for high-quality materials like plastisol, making it a prominent player in the market.

The remarkable properties of plastisol, combined with its versatility and enduring performance, position it as a key contributor to the construction industry's progress, ensuring the creation of durable and reliable structures that stand the test of time.

Key Market Challenges

Volatility in Raw Material Prices

Plastisol, a suspension of PVC particles in a liquid plasticizer, heavily relies on the availability and cost of its raw materials. The price volatility of these materials can have a significant impact on the growth of the market, potentially restraining its expansion during the forecast period.

Raw materials in various industries often experience market volatility, which can be caused by supply disruptions, pent-up demand, or significant peaks and troughs. For instance, changes in environmental laws and shifts in raw material prices can have a substantial impact on related sectors.

From a manufacturer's perspective, the market's volatile prices mean that raw material costs are trending unpredictably for various reasons. This uncertainty can lead to increased production costs, which may subsequently be passed on to the consumer, potentially resulting in decreased demand.

The global adhesives and sealants market, which includes plastisol-based sealants, has also been affected by the fluctuating prices of raw materials. This volatility poses a challenge to the growth of the plastisol market, as it can lead to increased competition from other types of sealants that may be more cost-effective under certain market conditions.

It becomes crucial for stakeholders in the plastisol industry to carefully monitor and manage the impact of raw material price fluctuations to ensure sustainable growth and competitiveness in the market.

Key Market Trends

Advancements in Textile Printing and Apparel Industry

Plastisol, a suspension of PVC particles in a liquid plasticizer, has emerged as a key

player in the textile printing market due to its remarkable properties. With excellent chemical resistance, electrical insulation, and durability, plastisol is the perfect choice for creating vibrant and long-lasting prints on various fabrics. Its ability to withstand the test of time and resist wear and tear makes it a preferred option for textile printing applications.

In recent years, the introduction of functional printing has revolutionized the apparel industry. This innovative technology allows for the creation of textiles with integrated functions, such as water-resistance, stain-resistance, and UV protection. Plastisol, with its inherent durability and resistance properties, is widely used in functional printing processes, driving its demand and popularity in the market.

The advent of smart textiles and wearable technology is reshaping the landscape of apparel manufacturing. Smart textiles, which incorporate sensors and other electronic components into fabrics, offer enhanced functionality and performance. Plastisol, with its excellent electrical insulation properties, is increasingly being utilized in the production of smart textiles to ensure optimal performance and durability.

The combination of plastisol's versatility, durability, and resistance properties, along with its compatibility with both functional and smart textile technologies, positions it as a vital component in the ever-evolving world of textile printing and apparel manufacturing.

Segmental Insights

Application Insights

Based on the category of application, the screen printing emerged as the fastest growing segment in the United States market for plastisol in 2023. Plastisol inks have long been the preferred choice for screen printing due to their exceptional ease of use and remarkable flexibility. One of their key advantages is that they do not dry out in the screen, which means printers can work with them for extended periods without the constant worry of clogging or drying. This user-friendly characteristic of plastisol inks makes them the go-to-choice for screen printing professionals.

When it comes to producing prints that truly pop, plastisol inks excel. Their vibrant and vivid colors make them ideal for creating eye-catching and attention-grabbing designs. What sets them apart is their ability to apply a thicker print to the fabric, allowing for bright colors to shine through even on darker shirts. Additionally, plastisol inks offer the opportunity to experiment with special effects like glitters,

adding a touch of sparkle and further enhancing their appeal.

The versatility of plastisol inks is truly remarkable. They can be easily modified to meet the specific requirements of any screen printing job. Whether it's printing on different types of textiles, various garment styles, or different print locations and placements, plastisol inks can adapt to it all. This unparalleled versatility enables manufacturers to cater to diverse customer demands, ultimately driving the ever-growing demand for plastisol inks in the realm of screen printing.

End User Insights

The textile segment is projected to experience rapid growth during the forecast period. Plastisol, a widely-used ink for screen printing on textiles, has gained popularity in the textile industry due to its ease of use and durability. This versatile ink is known for producing vibrant and long-lasting prints on various fabrics and garment styles, making it an ideal choice for manufacturers looking to meet diverse customer demands. The screen-printing segment alone represents a significant portion of the plastisol market, highlighting its importance in the industry.

The rise of personalized apparel has further fueled the demand for plastisol. With the advent of digital screen-printing applications, manufacturers can now offer rapid customization and efficient production. Plastisol's compatibility with these digital techniques has made it even more desirable in the textile industry.

Regional Insights

Mid-West emerged as the dominant region in the United States Plastisol Market in 2023, holding the largest market share in terms of value. The Midwest region, known for its diverse range of industries, is a thriving hub for plastisol utilization. Industries such as automotive, textile, and construction heavily rely on plastisol for its exceptional qualities. The durability and versatility of this material have made it a preferred choice in manufacturing processes, contributing to the high demand within the Midwest.

Statistics from the National Association of Manufacturers reveal the significant impact of the Midwest on the overall output of the U.S. manufacturing sector. Accounting for more than 20% of the total output, the region's robust manufacturing sector continues to fuel the demand for plastisol.

The Midwest's strong presence of screen printing businesses further amplifies the

demand for plastisol. With its ability to produce vivid prints and ease of use, plastisol has become a staple in the screen printing industry. This prevalence of screen printing businesses in the region reinforces the already high demand for plastisol, making the Midwest a hotspot for its usage.

Key Market Players

Avient Corporation

International Coatings Company

Carlisle Plastics Company, Inc.

Lancer Industries Inc

Chemionics Corporation

Report Scope:

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

United States Plastisol Market, By Application:

Coatings

Moldings

Screen Printing

Adhesives

Sealants

United States Plastisol Market, By End User:

Textile

Transportation

Construction

Metal Finishing

Defense

Recreational

Sports

Leisure

Toys

United States Plastisol Market, By Region:

North-East

Mid-West

South

West

Competitive Landscape

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

Available Customizations:

United States Plastisol 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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