

Bitumen Additives Market Forecast to 2030 - Global Analysis by Type [Polymeric Modifiers, Anti-Strip Agents (Ethyleneamines, Polyamines, Amidoamines, and Others), Adhesion Promoters (Silanes, Maleic Anhydride, and Others), Emulsifiers (Anionic and Cationic), Surfactants, and Others], Application (Road Construction, Roofing, Paints & Coatings, and Others), and Geography

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Abstracts

The bitumen additives market is expected to grow from US\$ 4.98 billion in 2022 to US\$ 7.80 billion by 2030; it is estimated to register a CAGR of 5.8% from 2022 to 2030.

Bitumen is a low-cost thermoplastic material that has been widely used in roofing and pavement application, paving mixtures, and industrial products for a long time. In these applications, the bitumen should be resistant to climate and more demanding traffic loads, for this reason rheological properties play a key role in different aspects. Bitumen additives are substances that are added to the bitumen binder to alter the characteristics of final mixture, to make them resistant to the detrimental effects of the load from traffic and the environment. Different additives used for bitumen are polymeric modifiers, anti-strip agents, adhesion promoters, emulsifiers, surfactants, rejuvenators, fibers, organic materials, and rubber modifiers. Polymers include various modifiers with elastomers, and plastomers are the most commonly used types. Thermoplastic elastomers can resist permanent deformation over stretching, and elastically recovers once the load is removed. Generally, thermoplastic elastomers used as modifiers are block copolymers of mono- or di-olefins. Common liquid anti-strip additives based on amine chemistry include ethyleneamines, polyamines, fatty (tallow) amines, and

amidoamines. Further, there is also another way to improve the bitumen binder properties through chemical modification, which uses the chemical agent as an additive to modify the characteristics of pure bitumen.

The bitumen additives market, based on application, is segmented into road construction, roofing, paints & coatings, and others. The road construction segment held the largest bitumen additives market share in 2022. Paints & coatings segment also held significant share of the bitumen additives market in 2022. Bitumen is hydrophobic and repels or does not mix easily with water. Therefore, bitumen-based paints and coatings are ideal for waterproofing various objects and structures.

The Asia Pacific region held the largest bitumen additives market share in 2022. Asia Pacific is estimated to register the fastest CAGR in the global bitumen additives market from 2022 to 2030. The bitumen additives market growth in the region is mainly driven by the strong growth of the construction industry in China, India, Japan, and Australia. China is the world's largest construction market, which is highly leveraged and supported by government policies. The government of China invested US\$ 1.9 billion in 13 public housing projects in 2019. According to the State Council of the People's Republic of China, the urbanization rate in China is the highest in the world as it reached 60.6% in 2019, further increasing to 64.7% in 2021. Thus, government support for urbanization lead to development in the construction & infrastructure sector in China, which, in turn, is driving the demand for bitumen additives. Further, India is one of the major markets in Asia Pacific for bitumen additives. The growth of the construction industry and the rise in government support for infrastructure plans in India are projected to create lucrative opportunities for the bitumen additives market players.

A few players operating in the global bitumen additives market are KRATON CORPORATION, BASF SE, Ingevity, Nouryon, Arkema, Kao Chemicals Europe, Dow, Honeywell International Inc, Huntsman International LLC, and Sasol Limited. The market players focus on providing high-quality products to fulfill customer demand. Also, they are focusing on launching new and high-quality products for their customers. For instance, in June 2020, BASF SE launched a bitumen additive designed to make roads more durable. BASF SE has spent several years developing the additive together with the Institute of Highway Engineering in Aachen, and the product is available under the name B2Last. In August 2022, Kao Corporation developed the first-ever asphalt additive made from recycled plastic bottles.

The overall global bitumen additives market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research

has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the bitumen additives market.

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