

Europe Basic Aromatics Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The Europe basic aromatics market size is expected to reach US\$ 26,199.84 million by 2031 from US\$ 16,833.39 million in 2023. The market is estimated to record a CAGR of 5.7% from 2023 to 2031.

Executive Summary and Europe Basic Aromatics Market Analysis:

Benzene is used primarily as a solvent in the pharmaceutical industry for chemical synthesis. According to the European Federation of Pharmaceutical Industries and Associations, in 2022, the pharmaceutical industry invested ~US\$ 55 billion in research and development projects in Europe. The value of production in the research-based pharmaceutical industry in the region has grown from US\$ 118.06 billion in 2000 to US\$ 402.05 billion in 2022. Benzoic acid, a product synthesized from toluene, is used as a product stabilizer which helps regulate pH and protects the integrity of cosmetic formulation. As per the Cosmetics Europe—The Personal Care Association, Europe is a global flagship market for cosmetics and personal care products, valued at ~US\$ 95 billion in retail sales in 2022, of which Germany, France, and Italy were the largest cosmetic product markets. In food and beverages, benzoic acid is a commonly used antimicrobial preservative, especially in carbonated drinks. According to the EU Food and Drink 2023 report, in 2022, the EU exported ~US\$ 43 billion worth of beverages such as spirits, wine, and soft drinks, reporting 12% rise compared to 2021. Thus, the growth of the pharmaceuticals, cosmetics, and food & beverages industry in Europe is expected to boost the demand for basic aromatics during the forecast period.

Europe Basic Aromatics Market Segmentation Analysis:

Key segments that contributed to the derivation of the basic aromatics market analysis are type and end user.

Based on type, the Europe basic aromatics market is segmented into styrene monomer, divinylbenzene, benzene, toluene, xylene, cresol, and pyridine. The xylene held the largest share of the market in 2023.

By end user, the Europe basic aromatics market is segmented into pharmaceuticals, pesticides, agriculture, food and beverages, cosmetics and personal care, paints and coatings, and solvents. The solvents segment held the largest share of the market in 2023.

Europe Basic Aromatics Market Outlook

Paints and coatings are used for decorative purposes and enhancing surface properties such as corrosion resistance, scratch-resistance, adhesion, appearance, and water resistance. Paints & coatings are increasingly used in end-use industries such as construction, furniture, automotive & transportation, and other industrial applications. Basic aromatics such as benzene, toluene and xylene play major role in the paints and coatings industry. Benzene is used as precursor to produce various resins and polymers such as styrene, which are major components in paints & coatings formulations. Toluene and xylene are utilized as feedstock in the production of toluene diisocyanate and xylene-based isocyanates, further used for making polyurethane resins and coatings. A wide range of paints & coatings are used in automotive applications for high gloss surface finishes. The growing global sales of electric vehicles drive the demand for high-performance coatings and electrical insulating coatings. According to the International Organization of Motor Vehicle Manufacturers, the motor vehicles production in the Germany stood at 3.68 million units in 2022, reporting a rise of 11% compared to 2021. According to the International Energy Agency, the electric car market has witnessed exponential growth in the past few years, with reported global sales of more than 10 million electric cars in 2022.

Global Electric Car Sales (2016–2023)

Source: International Energy Agency, 2023

Europe Basic Aromatics Market Country Insights

Based on geography, the Europe basic aromatics market comprises the Germany,

France, the UK, Italy, Russia, and the Rest of Europe. The Rest of Europe held the largest share in 2023.

As per Cosmetics Europe, a personal care association, Hungary, Latvia, Switzerland, Poland, and Lithuania were the top five cosmetics markets in 2022 and recorded growth of 19.8%, 16.9%, 15.8%, 15.4%, and 14.7%, respectively, compared to 2021. The fragrances, perfumes, and decorative cosmetics categories registered significant growth in 2022 compared to 2021. The European food & beverages industry is highly competitive on a global scale, as domestic consumers are offered multiple food products manufactured by domestic players and sourced from international players. Governments of many countries in Europe are initiating a range of oil and gas exploration projects, thereby propelling the petrochemicals industry. In 2023, Norway produced 232.9 million Sm³ of marketable oil equivalents, an increase compared to the production of 232.8 million Sm³ marketable oil equivalents in 2022. Thus, prevalence of end-use industries as well as growing petrochemicals industry is expected to drive the demand for basic aromatics.

Europe Basic Aromatics Market Company Profiles

Some of the key players operating in the market include BASF SE, Exxon Mobil Corp, Jubilant Ingrevia Limited, Lanxess AG, LyondellBasell Industries NV, Nippon Steel Corp, Sasol Ltd, Shell Plc, INEOS Group Holdings SA, and The Dow Chemical Co among others. These players are adopting various strategies such as expansion, product innovation, and mergers and acquisitions to provide innovative products to their consumers and increase their market share.

Europe Basic Aromatics Market Research Methodology :

The following methodology has been followed for the collection and analysis of data presented in this report:

Secondary Research The research process begins with comprehensive secondary research, utilizing both internal and external sources to gather qualitative and quantitative data for each market. Commonly referenced secondary research sources include, but are not limited to:

Company websites , annual reports, financial statements, broker analyses, and investor presentations. Industry trade journals and other relevant publications. Government documents , statistical databases, and market reports. News articles , press releases,

and webcasts specific to companies operating in the market. Note: All financial data included in the Company Profiles section has been standardized to USD. For companies reporting in other currencies, figures have been converted to USD using the relevant exchange rates for the corresponding year.

Primary Research The Insight Partners' conducts a significant number of primary interviews each year with industry stakeholders and experts to validate its data analysis, and gain valuable insights. These research interviews are designed to:

Validate and refine findings from secondary research. Enhance the expertise and market understanding of the analysis team. Gain insights into market size, trends, growth patterns, competitive dynamics, and future prospects. Primary research is conducted via email interactions and telephone interviews, encompassing various markets, categories, segments, and sub-segments across different regions. Participants typically include:

Industry stakeholders : Vice Presidents, business development managers, market intelligence managers, and national sales managers
External experts : Valuation specialists, research analysts, and key opinion leaders with industry-specific expertise

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Europe basic aromatics market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in Europe basic aromatics market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Europe market trends and outlook coupled with the factors driving the basic aromatics market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that

underpin security interest with respect to client products, segmentation, pricing, and distribution.

Companies

The Dow Chemical Co

Exxon Mobil Corp

Lanxess AG

Sasol Ltd

LyondellBasell Industries NV

BASF SE

Nippon Steel Corp

Shell Plc

INEOS Group Holdings SA

Jubilant Ingrevia Limited

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:

4. EUROPE BASIC AROMATICS MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Threat of New Entrants:
 - 4.2.2 Threat of Substitutes:
 - 4.2.3 Bargaining Power of Buyers:
 - 4.2.4 Bargaining Power of Suppliers:
 - 4.2.5 Competitive Rivalry:
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors or Suppliers
 - 4.3.4 End-Use Industry

5. EUROPE BASIC AROMATICS MARKET - KEY MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Growth of Paints & Coatings Industry

5.1.2 Rising Demand for Solvents Across End-Use Industries

5.2 Market Restraints

5.2.1 Fluctuation in Raw Material Prices

5.3 Market Opportunities

5.3.1 Growth of Pharmaceuticals and Personal Care Industry

5.4 Future Trends

5.4.1 Advancement in Recovery Processes of Basic Aromatics

5.5 Impact of Drivers and Restraints:

6. BASIC AROMATICS MARKET - EUROPE MARKET ANALYSIS

6.1 Europe Basic Aromatics Market Volume (Kilo Tons), 2021-2031

6.2 Europe Basic Aromatics Market Volume Forecast and Analysis (Kilo Tons)

6.3 Europe Basic Aromatics Market Revenue (US\$ Million), 2023-2031

6.4 Europe Basic Aromatics Market Forecast and Analysis

7. EUROPE BASIC AROMATICS MARKET VOLUME AND REVENUE ANALYSIS - BY TYPE

7.1 Styrene Monomer

7.1.1 Overview

7.1.2 Styrene Monomer: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)

7.1.3 Styrene Monomer: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

7.2 Divinylbenzene

7.2.1 Overview

7.2.2 Divinylbenzene: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)

7.2.3 Divinylbenzene: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

7.3 Benzene

7.3.1 Overview

7.3.2 Benzene: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)

7.3.3 Benzene: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

7.4 Toluene

7.4.1 Overview

7.4.2 Toluene: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)

7.4.3 Toluene: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

7.5 Xylene

7.5.1 Overview

7.5.2 Xylene: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)

7.5.3 Xylene: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

7.6 Cresol

7.6.1 Overview

7.6.2 Cresol: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)

7.6.3 Cresol: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

7.7 Pyridine

7.7.1 Overview

7.7.2 Pyridine: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)

7.7.3 Pyridine: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

8. EUROPE BASIC AROMATICS MARKET REVENUE ANALYSIS - BY END USE

8.1 Pharmaceuticals

8.1.1 Overview

8.1.2 Pharmaceuticals: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

8.2 Pesticides

8.2.1 Overview

8.2.2 Pesticides: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

8.3 Agriculture

8.3.1 Overview

8.3.2 Agriculture: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

8.4 Food and Beverages

8.4.1 Overview

8.4.2 Food and Beverages: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

8.5 Cosmetics and Personal Care

8.5.1 Overview

8.5.2 Cosmetics and Personal Care: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

8.6 Paints and Coatings

8.6.1 Overview

8.6.2 Paints and Coatings: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

8.7 Solvents

8.7.1 Overview

8.7.2 Solvents: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

9. EUROPE BASIC AROMATICS MARKET - COUNTRY ANALYSIS

9.1 Europe

9.1.1 Europe Basic Aromatics Market Overview

9.1.2 Europe Basic Aromatics Market Revenue and Forecast and Analysis - by Country

9.1.2.1 Europe Basic Aromatics Market Volume and Forecast and Analysis - by Country

9.1.2.2 Europe Basic Aromatics Market Revenue and Forecast and Analysis - by Country

9.1.2.3 Germany: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

9.1.2.3.1 Germany: Europe Basic Aromatics Market Breakdown by Type

9.1.2.4 France: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

9.1.2.4.1 France: Europe Basic Aromatics Market Breakdown by Type

9.1.2.5 United Kingdom: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

9.1.2.5.1 United Kingdom: Europe Basic Aromatics Market Breakdown by Type

9.1.2.6 Italy: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

9.1.2.6.1 Italy: Europe Basic Aromatics Market Breakdown by Type

9.1.2.7 Russia: Europe Basic Aromatics Market - Revenue and Forecast to 2031
(US\$ Million)

9.1.2.7.1 Russia: Europe Basic Aromatics Market Breakdown by Type

9.1.2.8 Rest of Europe: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

9.1.2.8.1 Rest of Europe: Europe Basic Aromatics Market Breakdown by Type

10. COMPETITIVE LANDSCAPE

10.1 Heat Map Analysis - By Key Players

10.2 Company Positioning & Concentration

11. INDUSTRY LANDSCAPE

11.1 Overview

11.2 Market Initiative

11.3 Merger and Acquisition

12. COMPANY PROFILES

12.1 The Dow Chemical Co

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 Exxon Mobil Corp

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

12.3 Lanxess AG

12.3.1 Key Facts

12.3.2 Business Description

12.3.3 Products and Services

12.3.4 Financial Overview

- 12.3.5 SWOT Analysis
- 12.3.6 Key Developments
- 12.4 Sasol Ltd
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 LyondellBasell Industries NV
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 BASF SE
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments
- 12.7 Nippon Steel Corp
 - 12.7.1 Key Facts
 - 12.7.2 Business Description
 - 12.7.3 Products and Services
 - 12.7.4 Financial Overview
 - 12.7.5 SWOT Analysis
 - 12.7.6 Key Developments
- 12.8 Shell Plc
 - 12.8.1 Key Facts
 - 12.8.2 Business Description
 - 12.8.3 Products and Services
 - 12.8.4 Financial Overview
 - 12.8.5 SWOT Analysis
 - 12.8.6 Key Developments
- 12.9 INEOS Group Holdings SA
 - 12.9.1 Key Facts

- 12.9.2 Business Description
- 12.9.3 Products and Services
- 12.9.4 Financial Overview
- 12.9.5 SWOT Analysis
- 12.9.6 Key Developments
- 12.10 Jubilant Ingrevia Limited
 - 12.10.1 Key Facts
 - 12.10.2 Business Description
 - 12.10.3 Products and Services
 - 12.10.4 Financial Overview
 - 12.10.5 SWOT Analysis
 - 12.10.6 Key Developments

13. APPENDIX

- 13.1 About The Insight Partners

List Of Tables

LIST OF TABLES

- Table 1. Europe Basic Aromatics Market Segmentation
- Table 2. Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)
- Table 3. Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)
- Table 4. Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons) - by Type
- Table 5. Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by Type
- Table 6. Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by End Use
- Table 7. Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons) - by Country
- Table 8. Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by Country
- Table 9. Germany: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons) - by Type
- Table 10. Germany: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by Type
- Table 11. Germany: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by End Use
- Table 12. France: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons) - by Type
- Table 13. France: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by Type
- Table 14. France: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by End Use
- Table 15. United Kingdom: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons) - by Type
- Table 16. United Kingdom: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by Type
- Table 17. United Kingdom: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by End Use
- Table 18. Italy: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons) - by Type
- Table 19. Italy: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by Type
- Table 20. Italy: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$

Million) - by End Use

Table 21. Russia: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons) - by Type

Table 22. Russia: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by Type

Table 23. Russia: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by End Use

Table 24. Rest of Europe: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons) - by Type

Table 25. Rest of Europe: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by Type

Table 26. Rest of Europe: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million) - by End Use

List Of Figures

LIST OF FIGURES

- Figure 1. Europe Basic Aromatics Market Segmentation, by Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. Ecosystem Analysis: Basic Aromatic Market
- Figure 4. Europe Basic Aromatics Market - Key Market Dynamics
- Figure 5. Global Electric Car Sales (2016-2023)
- Figure 6. Impact Analysis of Drivers and Restraints
- Figure 7. Europe Basic Aromatics Market Volume (Kilo Tons), 2021-2031
- Figure 8. Europe Basic Aromatics Market Revenue (US\$ Million), 2023-2031
- Figure 9. Europe Basic Aromatics Market Share (%) - Type, 2023 and 2031
- Figure 10. Styrene Monomer: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)
- Figure 11. Styrene Monomer: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 12. Divinylbenzene: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)
- Figure 13. Divinylbenzene: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 14. Benzene: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)
- Figure 15. Benzene: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 16. Toluene: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)
- Figure 17. Toluene: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 18. Xylene: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)
- Figure 19. Xylene: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 20. Cresol: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)
- Figure 21. Cresol: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 22. Pyridine: Europe Basic Aromatics Market - Volume and Forecast to 2031 (Kilo Tons)
- Figure 23. Pyridine: Europe Basic Aromatics Market - Revenue and Forecast to 2031

(US\$ Million)

Figure 24. Europe Basic Aromatics Market Share (%) - End Use, 2023 and 2031

Figure 25. Pharmaceuticals: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 26. Pesticides: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 27. Agriculture: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 28. Food and Beverages: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 29. Cosmetics and Personal Care: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 30. Paints and Coatings: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 31. Solvents: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 32. Europe Basic Aromatics Market Breakdown by Key Countries- Revenue (2023) (US\$ Million)

Figure 33. Europe Basic Aromatics Market Breakdown by Key Countries, 2023 and 2031 (%)

Figure 34. Germany: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 35. France: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 36. United Kingdom: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 37. Italy: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 38. Russia: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 39. Rest of Europe: Europe Basic Aromatics Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 40. Heat Map Analysis - By Key Players

Figure 41. Company Positioning & Concentration

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