

Europe Wax Emulsion Market Forecast to 2031 - Regional Analysis - by Type (Polyethylene, Polypropylene, Paraffin, Vegetable-Based, and Others) and Application (Paints & Coatings, Printing Inks, Textile, Personal Care, Packaging, and Others)

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Abstracts

The Europe wax emulsion market was valued at US\$ 542.11 million in 2023 and is expected to reach US\$ 762.05 million by 2031; it is estimated to register a CAGR of 4.3% from 2023 to 2031.

Rising Demand for Polyethylene Wax Emulsions Drives Europe Wax Emulsion Market

Polyethylene wax emulsions are used in a wide range of applications such as textile finishing, leather auxiliaries, polishes, paper coatings, and the packaging industry. This type of wax emulsion offers rub and mar resistance, gloss retention, and anti-block properties. It is used in resin finishing agents, water-based varnishes, and water-based paints. Polyethylene waxes are also used in combination with petroleum waxes for application in food packaging. The Food and Drug Administration allows the utilization of polyethylene wax emulsion in indirect food contact applications under olefins regulations. The growth rate of polyethylene wax demand is dependent on the performance of several industries, including paints & coatings, printing ink, leather & textile, and adhesives. Polyethylene-based wax emulsions are used as tack modifiers in hot-melt adhesives production and processing aid in the manufacturing of rubber. It is a stable softener; therefore, it is widely used in textile processing. The textile industry has witnessed a transition toward sustainability and a circular economy, positively influencing the demand for water-based wax emulsions. Polyethylene wax emulsion is processed to form a water-based solution, thereby eliminating the use of harmful solvents. It contributes to the production of lightweight and durable textiles. The growing

circular fashion has further prompted the recycling of treated textiles, reducing textile waste. Similarly, rising demand for water-based polyethylene wax emulsion from numerous end-use industries, including paints & coatings and printing inks, fuels the wax emulsion market growth.

Europe Wax Emulsion Market Overview

Wax emulsions offer enhanced surface properties such as water resistance, improved surface finish and high opacity to flatboards and paper boards, used in the packaging industry. Europe marks the presence of several major packaging companies such as Tetra Laval International SA, Amcor plc, Stora Enso Oyj, Smurfit Kappa Group plc, DS Smith plc, Ardagh Group SA, and UPM-Kymmene Corp. According to the Confederation of European Paper Industries report published in 2023, the paper and board production in Europe stood at 85.0 million tons in 2023, of which Germany, Italy, Sweden, Finland, France, and Spain accounted for 25.4%, 10.2%, 10.0%, 8.5%, 8.3%, and 7.5%, respectively, in Europe. Wax emulsions also have a wide range of applications in paints & coatings, concrete additives, sealant application, oriented strand board, particle board, and fiberboard production. According to the European Commission, the construction industry is one of the major industries in Europe, contributing ~9% to the region's GDP. As per the European Commission, in June 2023, the EU invested ~US\$ 6 billion for the construction of sustainable, safe, and efficient transport infrastructure, including 107 transport infrastructure projects. Wax emulsions offer wear and corrosion resistance and are therefore used in lubricants and protective coatings in the automotive industry. Several European countries have set targets to phase out internal combustion engine vehicles and support the transition toward electric vehicles. According to the International Trade Administration report published in 2023, increased investment in the automotive industry creates lucrative opportunities for automotive components and materials in Europe. For instance, Turkey marked the presence of 48,000 hybrid and 2,000 electric vehicles on the roads and ~800 vehicle charging stations as of 2023. Thus, growth in the region's packaging, construction and automotive industries is expected to fuel the demand for wax emulsions.

Europe Wax Emulsion Market Revenue and Forecast to 2031 (US\$ Million)

Europe Wax Emulsion Market Segmentation

The Europe wax emulsion market is categorized into type, application, and country.

Based on type, the Europe wax emulsion market is segmented into polyethylene,

polypropylene, paraffin, vegetable-based, and others. The others segment held the largest market share in 2023.

In terms of application, the Europe wax emulsion market is categorized into paints & coatings, printing inks, textile, personal care, packaging, and others. The paints & coatings segment held the largest market share in 2023.

By country, the Europe wax emulsion market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe wax emulsion market share in 2023.

BASF SE, Hexion Inc, Repsol SA, Sasol Ltd, The Lubrizol Corp, Clariant AG, Michelman Inc, Allinova BV, H&R Group, and Productos Concentrol SA., are some of the leading companies operating in the Europe wax emulsion market.

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