

Middle East & Africa Bitumen Additives Market Forecast to 2030 - Regional Analysis - by Type (Polymeric Modifiers, Adhesion Promoters / Anti-Strip Agents, Chemical Modifiers, Antioxidants, Fibers, Fillers, Emulsifiers, and Others) and Application (Road Construction, Roofing, Paints & Coatings, and Others)

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Abstracts

The Middle East & Africa bitumen additives market was valued at US\$ 327.87 million in 2022 and is expected to reach US\$ 484.25 million by 2030; it is estimated to register a CAGR of 5.0% from 2022 to 2030.

Development of Sustainable Bitumen Additives Bolsters Middle East & Africa Bitumen Additives Market

Rising awareness regarding greenhouse gas (GHG) emissions can upsurge the demand for bio-based and sustainable polymer products. Governments of various countries are adopting several initiatives to increase the awareness and development of bio-materials and recycled materials. In 2019, Nouryon launched sustainable ingredients for the asphalt market. The company launched Wetfix G400, a non-amine adhesion promoter derived from renewable resources. Wetfix G400 is aimed at meeting customers' needs for a sustainable alternative that maintains asphalt mixture performance and durability. Adhesion promoters are added to asphalt used in road construction and maintenance to protect from damage caused by moisture and extend the service life of asphalt pavement. However, conventional adhesion promoters are incompatible with polyphosphoric acid (PPA), which is growing in popularity as an economical way to modify asphalt binders to the desired performance level. In 2021, Kao Performance Chemicals launched an asphalt additive made from recycled plastic

(Polyethylene Terephthalate) bottles. The product NEWTLAC 5000 is an additive with high durability and oil resistance. Moreover, NEWTLAC 5000 pavement is less susceptible to damage from heavy vehicles. Therefore, the development of sustainable bitumen additives is expected to drive the bitumen additives market during the forecast period.

Middle East & Africa Bitumen Additives Market Overview

A rise in demand for construction materials due to a surge in infrastructural projects, sustainable construction, and industrialization in the Middle East & Africa are driving the demand for construction and building materials. The construction of commercial infrastructure has upsurged in the region due to the growing tourism industry and the rising immigrant population. The rising urban population has increased the construction of private residential buildings in semi-urban and urban cities, prompting governments to invest in the building & construction industry. Over the last ten years, the UAE government has invested extensively in airport developments and expansion projects, namely US\$ 8.1 billion in Al Maktoum International Airport in Dubai, US\$ 7.6 billion in the Dubai International Airport Expansion Phase 4, US\$ 6.8 billion in Abu Dhabi Airport development and expansion plans, and ~US\$ 400 million in Sharjah's International Airport terminal expansion.

In 2021, the construction of the Jeddah Corniche Circuit (Saudi Arabia) was finished, which involved the utilization of 37 thousand tons of asphalt, 600 thousand tons of cement, 30 thousand square meters of bricks, and 1.4 thousand tons of glass. The growing need for residential and commercial buildings in the Middle East & Africa is expected to create lucrative opportunities for bitumen, bitumen additives, and other building materials in the Middle East & Africa. Rising construction activities across the region and increasing government spending on infrastructure development through programs such as Saudi Vision 2030 and Abu Dhabi Economic Vision 2030 are expected to positively impact the bitumen additives market during the forecast period.

Middle East & Africa Bitumen Additives Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Bitumen Additives Market Segmentation

The Middle East & Africa bitumen additives market is categorized into type, application, and country.

Based on type, the Middle East & Africa bitumen additives market is segmented into polymeric modifiers, adhesion promoters / anti-strip agents, chemical modifiers, antioxidants, fibers, fillers, emulsifiers, and others. The polymeric modifiers segment held the largest market share in 2022.

In terms of application, the Middle East & Africa bitumen additives market is segmented into road construction, roofing, paints & coatings, and others. The road construction held the largest market share in 2022.

By country, the Middle East & Africa bitumen additives market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa bitumen additives market share in 2022.

Arkema SA, BASF SE, Dow Inc, Honeywell International Inc, Huntsman International LLC, Kao Corp, and Sasol Ltd are some of the leading companies operating in the Middle East & Africa bitumen additives market.

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