

Wax Emulsion Market Size and Forecast (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Polyethylene, Polypropylene, Paraffin, Vegetable-Based, and Others) and Application (Paints and Coatings, Printing Inks, Textile, Personal Care, Packaging, and Others)

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Abstracts

The wax emulsion market size is expected to grow from US\$ 2.31 billion in 2023 to US\$ 3.34 billion by 2031; it is estimated to register a CAGR of 4.7% from 2023 to 2031.

Wax emulsions are formulated additives made of fine and stabilized wax particles homogeneously distributed in water. The market is driven by factors such as increasing demand for bio-based products, growth in the construction and automotive sectors, and technological advancement in emulsion manufacturing processes. The wax emulsion market is competitive owing to the strong presence of major market players across the world. Market players adopt different strategies, such as launching highly efficient and innovative products and developing production technology to stand out as strong competitors. They are also involved in the research and development of wax emulsions to enhance product efficiency and cater to varying customer requirements. These strategies help wax emulsion manufacturers remain competitive based on product price, innovation, and differentiation.

Based on application, the global wax emulsion market is segmented into paints and coatings, printing inks, textile, personal care, packaging, and others. The paints and coatings segment held the largest share of the global wax emulsion market in 2023. Packaging is also one of the major application segments in the global wax emulsion

market. Wax emulsions are used in different packaging products and packaging coatings. The use of wax emulsions by roller imparts improved properties on different films used for packaging. In paper coatings, the wax emulsion is added to the coating mixture to reduce dusting during calendaring, to increase water repellency, to improve flexibility and to raise gloss. Further, wax emulsions are used in the textile industry on both natural and synthetic fibers. Nonionic wax emulsions are generally applied in admixture to add softening, improved tear strength, anti-pilling, and reduced needle cutting due to lower friction.

In 2023, Asia Pacific held the largest revenue share of the global wax emulsion market. In China, government initiatives and economic reforms support the country's textile industry. Wax emulsions are generally used as finishing agents to impart specific properties such as water resistance and wrinkle resistance to the fabrics. As per the National Investment Promotion & Facilitation Agency, India is among the largest manufacturers of textiles and garments. India aims to achieve textile production worth US\$ 250 billion and exports worth US\$ 100 billion by 2030. In 2021, the Indian government launched the Production Linked Incentive (PLI) scheme with an approved outlay of US\$ 1.29 billion, aimed at promoting the production of man-made fibers' apparel, man-made fibers' fabrics, and technical textiles. This is expected to fuel the demand for wax emulsions.

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 among the prominent players profiled in the wax emulsion market report. Players operating in the global market focus on providing high-quality products to fulfill customer demand. Also, they focus on adopting various strategies such as new product launches, capacity expansions, partnerships, and collaborations in order to stay competitive in the market. The wax emulsion market forecast can help stakeholders plan their growth strategies. In June 2021, Omya signed an agreement with Michelman to distribute Michelman's surface modifiers and wax emulsion product line to the paints and coating markets in Canada. In January 2023, Ter Chemicals announced an agreement with Allinova to be an exclusive distributor of Allinova wax emulsions in Poland. The wide product portfolio ranges from wax emulsions, flame retardants, crosslinking agents, repellents, and solvents to plastic dispersions. In October 2021, H&R Group, a global sustainable refiner and marketer of specialty plasticizers, extender oils, softeners, and waxes headquartered in Hamburg, Germany, invested US\$ 48.3 million in a specialty manufacturing plant in Lumut, Perak, Malaysia.

The overall global wax emulsion 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 wax emulsion market.

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 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. GLOBAL WAX EMULSION MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Ecosystem Analysis
 - 4.2.1 Raw Material Suppliers
 - 4.2.2 Wax Emulsion Manufacturers
 - 4.2.3 Distributors/Suppliers
 - 4.2.4 End-Use Industry
 - 4.2.5 List of Vendors in Value Chain
- 4.3 Porters Analysis
 - 4.3.1 Bargaining Power of Suppliers
 - 4.3.2 Bargaining Power of Buyers
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Intensity of Competitive Rivalry
 - 4.3.3 Threat of Substitutes

5. GLOBAL WAX EMULSION MARKET – KEY MARKET DYNAMICS

- 5.1 Global Wax Emulsion Market – Key Market Dynamics
- 5.2 Market Drivers
 - 5.2.1 Growth of Paints & Coatings Industry

- 5.2.2 Rising Demand for Polyethylene Wax Emulsions
- 5.3 Market Restraints
 - 5.3.1 Fluctuations in Raw Material Prices
- 5.4 Market Opportunities
 - 5.4.1 Innovations in Wax Emulsion Market
- 5.5 Future Trends
 - 5.5.1 Development of Bio-Based Wax Emulsions
- 5.6 Impact Analysis

6. GLOBAL WAX EMULSION MARKET – GLOBAL MARKET ANALYSIS

- 6.1 Global Wax Emulsion Market Volume (Kilo Tons), 2020–2031
- 6.2 Global Wax Emulsion Market Volume Forecast and Analysis (Kilo Tons)
- 6.3 Global Wax Emulsion Market Revenue (US\$ Million), 2020–2031
- 6.4 Global Wax Emulsion Market Forecast and Analysis

7. GLOBAL WAX EMULSION MARKET VOLUME AND REVENUE ANALYSIS – BY TYPE

- 7.1 Polyethylene
 - 7.1.1 Overview
 - 7.1.2 Polyethylene: Wax Emulsion Market – Volume and Forecast to 2031 (Kilo Tons)
 - 7.1.3 Polyethylene: Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)
- 7.2 Polypropylene
 - 7.2.1 Overview
 - 7.2.2 Polypropylene: Wax Emulsion Market – Volume and Forecast to 2031 (Kilo Tons)
 - 7.2.3 Polypropylene: Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)
- 7.3 Paraffin
 - 7.3.1 Overview
 - 7.3.2 Paraffin: Wax Emulsion Market – Volume and Forecast to 2031 (Kilo Tons)
 - 7.3.3 Paraffin: Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)
- 7.4 Vegetable-Based
 - 7.4.1 Overview
 - 7.4.2 Vegetable-Based: Wax Emulsion Market – Volume and Forecast to 2031 (Kilo Tons)
 - 7.4.3 Vegetable-Based: Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

7.5 Others

7.5.1 Overview

7.5.2 Others: Wax Emulsion Market – Volume and Forecast to 2031 (Kilo Tons)

7.5.3 Others: Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

8. GLOBAL WAX EMULSION MARKET REVENUE ANALYSIS – BY APPLICATION

8.1 Paints and Coatings

8.1.1 Overview

8.1.2 Paints and Coatings: Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

8.2 Printing Inks

8.2.1 Overview

8.2.2 Printing Inks: Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

8.3 Textile

8.3.1 Overview

8.3.2 Textile: Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

8.4 Personal Care

8.4.1 Overview

8.4.2 Personal Care: Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

8.5 Packaging

8.5.1 Overview

8.5.2 Packaging: Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

8.6 Others

8.6.1 Overview

8.6.2 Others: Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9. GLOBAL WAX EMULSION MARKET – GEOGRAPHICAL ANALYSIS

9.1 Overview

9.2 North America

9.2.1 North America Wax Emulsion Market Overview

9.2.2 North America Wax Emulsion Market – Volume and Forecast to 2031 (Kilo Tons)

9.2.3 North America Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.2.4 North America Wax Emulsion Market Breakdown by Type

9.2.4.1 North America Wax Emulsion Market Volume and Forecast and Analysis – by

Type

9.2.4.2 North America Wax Emulsion Market Revenue and Forecast and Analysis

–by Type

9.2.5 North America Wax Emulsion Market Breakdown by Application

9.2.5.1 North America Wax Emulsion Market Revenue and Forecast and Analysis

–by Application

9.2.6 North America Wax Emulsion Market Revenue and Forecast and Analysis – by Country

9.2.6.1 North America Wax Emulsion Market Volume and Forecast and Analysis – by Country

9.2.6.2 North America Wax Emulsion Market Revenue and Forecast and Analysis

–by Country

9.2.6.3 United States Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.2.6.3.1 United States Wax Emulsion Market Breakdown by Type

9.2.6.4 Canada Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.2.6.4.1 Canada Wax Emulsion Market Breakdown by Type

9.2.6.5 Mexico Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.2.6.5.1 Mexico Wax Emulsion Market Breakdown by Type

9.3 Europe

9.3.1 Europe Wax Emulsion Market Overview

9.3.2 Europe Wax Emulsion Market – Volume and Forecast to 2031 (Kilo Tons)

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

9.3.4 Europe Wax Emulsion Market Breakdown by Type

9.3.4.1 Europe Wax Emulsion Market Volume and Forecast and Analysis – by Type

9.3.4.2 Europe Wax Emulsion Market Revenue and Forecast and Analysis –by Type

9.3.5 Europe Wax Emulsion Market Breakdown by Application

9.3.5.1 Europe Wax Emulsion Market Revenue and Forecast and Analysis –by Application

9.3.6 Europe Wax Emulsion Market Revenue and Forecast and Analysis – by Country

9.3.6.1 Europe Wax Emulsion Market Volume and Forecast and Analysis – by Country

Country

9.3.6.2 Europe Wax Emulsion Market Revenue and Forecast and Analysis –by Country

Country

9.3.6.3 Germany Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.3.6.3.1 Germany Wax Emulsion Market Breakdown by Type

9.3.6.4 France Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.3.6.4.1 France Wax Emulsion Market Breakdown by Type

9.3.6.5 Italy Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.3.6.5.1 Italy Wax Emulsion Market Breakdown by Type

9.3.6.6 United Kingdom Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.3.6.6.1 United Kingdom Wax Emulsion Market Breakdown by Type

9.3.6.7 Russia Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.3.6.7.1 Russia Wax Emulsion Market Breakdown by Type

9.3.6.8 Rest of Europe Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.3.6.8.1 Rest of Europe Wax Emulsion Market Breakdown by Type

9.4 Asia Pacific

9.4.1 Asia Pacific Wax Emulsion Market Overview

9.4.2 Asia Pacific Wax Emulsion Market – Volume and Forecast to 2031 (Kilo Tons)

9.4.3 Asia Pacific Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.4.4 Asia Pacific Wax Emulsion Market Breakdown by Type

9.4.4.1 Asia Pacific Wax Emulsion Market Volume and Forecast and Analysis – by Type

9.4.4.2 Asia Pacific Wax Emulsion Market Revenue and Forecast and Analysis –by Type

9.4.5 Asia Pacific Wax Emulsion Market Breakdown by Application

9.4.5.1 Asia Pacific Wax Emulsion Market Revenue and Forecast and Analysis –by Application

9.4.6 Asia Pacific Wax Emulsion Market Revenue and Forecast and Analysis – by Country

9.4.6.1 Asia Pacific Wax Emulsion Market Volume and Forecast and Analysis – by Country

9.4.6.2 Asia Pacific Wax Emulsion Market Revenue and Forecast and Analysis –by Country

9.4.6.3 Australia Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.4.6.3.1 Australia Wax Emulsion Market Breakdown by Type

9.4.6.4 China Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.4.6.4.1 China Wax Emulsion Market Breakdown by Type

9.4.6.5 India Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.4.6.5.1 India Wax Emulsion Market Breakdown by Type

9.4.6.6 Japan Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.4.6.6.1 Japan Wax Emulsion Market Breakdown by Type

9.4.6.7 South Korea Wax Emulsion Market – Revenue and Forecast to 2031 (US\$

Million)

9.4.6.7.1 South Korea Wax Emulsion Market Breakdown by Type

9.4.6.8 Rest of APAC Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.4.6.8.1 Rest of APAC Wax Emulsion Market Breakdown by Type

9.5 Middle East and Africa

9.5.1 Middle East and Africa Wax Emulsion Market Overview

9.5.2 Middle East and Africa Wax Emulsion Market – Volume and Forecast to 2031

(Kilo Tons)

9.5.3 Middle East and Africa Wax Emulsion Market – Revenue and Forecast to 2031

(US\$ Million)

9.5.4 Middle East and Africa Wax Emulsion Market Breakdown by Type

9.5.4.1 Middle East and Africa Wax Emulsion Market Volume and Forecast and Analysis – by Type

9.5.4.2 Middle East and Africa Wax Emulsion Market Revenue and Forecast and Analysis –by Type

9.5.5 Middle East and Africa Wax Emulsion Market Breakdown by Application

9.5.5.1 Middle East and Africa Wax Emulsion Market Revenue and Forecast and Analysis –by Application

9.5.6 Middle East and Africa Wax Emulsion Market Revenue and Forecast and Analysis – by Country

9.5.6.1 Middle East and Africa Wax Emulsion Market Volume and Forecast and Analysis – by Country

9.5.6.2 Middle East and Africa Wax Emulsion Market Revenue and Forecast and Analysis –by Country

9.5.6.3 South Africa Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.5.6.3.1 South Africa Wax Emulsion Market Breakdown by Type

9.5.6.4 Saudi Arabia Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.5.6.4.1 Saudi Arabia Wax Emulsion Market Breakdown by Type

9.5.6.5 United Arab Emirates Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.5.6.5.1 United Arab Emirates Wax Emulsion Market Breakdown by Type

9.5.6.6 Rest of Middle East and Africa Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.5.6.6.1 Rest of Middle East and Africa Wax Emulsion Market Breakdown by Type

9.6 South and Central America

9.6.1 South and Central America Wax Emulsion Market Overview

9.6.2 South and Central America Wax Emulsion Market – Volume and Forecast to 2031 (Kilo Tons)

9.6.3 South and Central America Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.6.4 South and Central America Wax Emulsion Market Breakdown by Type

9.6.4.1 South and Central America Wax Emulsion Market Volume and Forecast and Analysis – by Type

9.6.4.2 South and Central America Wax Emulsion Market Revenue and Forecast and Analysis –by Type

9.6.5 South and Central America Wax Emulsion Market Breakdown by Application

9.6.5.1 South and Central America Wax Emulsion Market Revenue and Forecast and Analysis –by Application

9.6.6 South and Central America Wax Emulsion Market Revenue and Forecast and Analysis – by Country

9.6.6.1 South and Central America Wax Emulsion Market Volume and Forecast and Analysis – by Country

9.6.6.2 South and Central America Wax Emulsion Market Revenue and Forecast and Analysis –by Country

9.6.6.3 Brazil Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.6.6.3.1 Brazil Wax Emulsion Market Breakdown by Type

9.6.6.4 Argentina Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.6.6.4.1 Argentina Wax Emulsion Market Breakdown by Type

9.6.6.5 Rest of South and Central America Wax Emulsion Market – Revenue and Forecast to 2031 (US\$ Million)

9.6.6.5.1 Rest of South and Central America Wax Emulsion 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 New Product Development

12. COMPANY PROFILES

12.1 BASF SE

- 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 Hexion Inc

- 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 Repsol SA

- 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 The Lubrizol Corp

- 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 Clariant AG

- 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 Michelman Inc
 - 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 Allinova BV
 - 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 H&R Group
 - 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 Productos Concentrol SA
 - 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

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