

# **Global Plasticizer Market Size Forecast to 2028- Trends, Analysis and Outlook by Type (Polyvinyl Chloride, others), Product (Phthalates, others), Application (Flooring and Wall Coverings, Film and Sheet, Consumer Goods, Cables and Wires, Coated Materials, Others) and Geography**

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## **Abstracts**

Key insights from the Global Plasticizer Market-

The Global Plasticizer market is valued at \$45 billion in 2020

Polyvinyl chloride is the largest type of Plasticizer in demand worldwide

Asia Pacific is the largest market for Plasticizer

Flooring and Wall Coverings is the largest use for Plasticizer

Phthalates are the dominant product types

The \$45 billion Plasticizer industry presents strong investment and growth opportunities over the near to long term outlook period. The 2020 edition of the market report presents a comprehensive analysis of the global Plasticizer market from 2020 to 2028. The Plasticizer market research report presents detailed Plasticizer market analysis, and forecasts to 2028. Detailed insights into global and regional Plasticizer market statistics, Plasticizer companies and growth prospects across verticals are included.

## Plasticizer Market Overview and Developments in 2020

The report presents a snapshot of recent market trends in the Plasticizer industry. Further, potential market drivers, major challenges, opportunities, major developments, competitive strategies, porter's five forces analysis, and other analysis are included in the research.

## Impact of COVID-19 on Global Plasticizer market revenue

The worldwide crisis of COVID-19 is leading to calls for action from a wide range of stakeholders including manufacturers, vendors, distributors, and consumers. Decline in business for at least three months during 2020 coupled with lower demand from a few major markets has put pressure on the profitability of Plasticizer manufacturers and vendors. However, we expect the negative impact of COVID-19 on Plasticizer to be compensated over the medium to long term future.

## Plasticizer Market Size and Outlook by Type to 2028

This chapter presents an insight into different Plasticizer types and their contribution to global market growth. The growth in global Plasticizer market size is forecast to continue despite the economic challenges. The report forecasts the Plasticizer market revenue across different types, which include- Polyvinyl Chloride, others. Of these, Polyvinyl Chloride dominates the global Plasticizer market.

## Plasticizer Market Size and Outlook by Product to 2028

A long-term perspective indicates that Phthalates dominate the Plasticizer market. The industry is classified into different Products including Phthalates, others.

## Plasticizer Market Share and Outlook by End-User Industry to 2028

The research suggests that there is a strong case for the development of new applications of Plasticizer worldwide. Different application segments analyzed in the report are Flooring and Wall Coverings, Film and Sheet, Consumer Goods, Cables and Wires, Coated Materials, others. The study identifies that Flooring and Wall Coverings application has the most substantial value-creation potential.

## Global Plasticizer Company Profiles

The report presents business profiles of major companies operating in the industry including BASF SE, Ashland Inc, Eastman Chemical Co, The Evonik Industries, UPC Technology.

The business overview, SWOT profile and product information are provided for all the

companies.

The report identifies that the development of new applications and product portfolio is one of the key strategies to overcome identified challenges and for supporting continued growth. Manufacturing companies can also benefit from rising domestic demand in chemical end-use sectors. The majority of the companies are realigning their strategies to orient their business operations to changing market volatility, regulatory policy changes, geopolitical issues, changing end-user preferences, and others.

### Sources and Methodology

The data and analysis presented in this report are sourced from a wide range of sources such as associations, manufacturers, suppliers, distributors, consumer companies, and government sources.

### Scope of the research

Global and regional Plasticizer Market Size estimates in revenue terms from 2019 to 2028

Segmentation analysis across types, applications, and geographies

Strategic analysis through trends, drivers, challenges, opportunities, porter's five forces analysis

Market Developments including M&A, new product development, and competitive analysis

Potential strategies of leading companies

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