

Adhesive and Sealant Council defines market size and growth expectations

The Adhesive and Sealant Council (ASC) released its “North American Market Report (NAMR) for Adhesives and Sealants”, a report published every three years, which covers the 2012 – 2015 time period.

The NAMR covers market size and scope for both adhesives and sealants, and includes forecasting and trends analysis. This year’s version includes a section devoted to the growth of Brazil, Russia, India, China and South America (BRICS) as a group, as well as the electronics market segment.

“ASC’s market report is a solid tool that can be leveraged by industry professionals to assess the North American Market and design marketing plans to focus their efforts internally,” said **Matthew E. Croson**, President of ASC. “We are pleased to add special sections dedicated to an important geographic dynamic with the BRICS countries’ inclusion, the new section focused on electronics, as well as a snapshot of the entire global market.”

The ASC North American Market Report is produced on behalf of the council by **DPNA International**, a leading market analyst and research firm that is also an affiliate member of the council. The data within the report was collected using primary research and market reports from a variety of sources and in collaboration with several trade organisations. The definitions used within the report are harmonised with the global adhesive and sealant community and outlined in the “ASC-CATIA-FEICA Classification Manual”.

The ASC NAMR report is available to ASC members for USD 750 and to non-members for USD 1,125. Global licenses, which allow a company to share the report to internal teams across their enterprise, are available for USD 2,250 for members and USD 3,300 for non-members.

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