

World Emulsion Polymers

Study 2686, The Freedonia Group, Inc., Cleveland, OH, USA, 2010, 297 p., USD 5,700.00

According to the new market study World Emulsion Polymers from the Freedonia Group, world demand for emulsion polymers is forecast to rise 5.2 % per year to 12.8 million t in 2014. Gains will be driven by rising global demand for latex polymers used in the production of water-based paints, coatings and adhesives. In the developed world, the adoption of more stringent environmental regulations concerning the emission of VOCs will continue to drive demand for emulsions in waterborne paints and coatings. Emulsion polymer consumption is also rising in developing nations such as China and India, driven by economic growth and the ongoing replacement of solvent-based coatings and adhesives with waterborne products.

Acrylics are forecast to remain the leading emulsion polymers through 2014, accounting for 37 % of total demand. Vinyl acetate emulsions will also see healthy gains in demand, according to the study. More subdued advances are expected for SB latexes, restrained by ties to slower-growing markets such as paper coatings and carpet backing adhesives. Going forward, the Asia/Pacific region will continue to be the fastest growing emulsions market. However, while North America and Western Europe will post subpar gains, both will see an improvement over recent historical performance. North America, in fact, will reverse a nearly 3 % annual decline experienced during the 2004?–?2009 period.

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