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# World Emulsion Polymers

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Industry Study with Forecasts for **2014 & 2019**

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Study #2686 | October 2010 | \$5700 | 297 pages

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*Gains in world emulsion polymer demand will be driven by rising global demand for latex polymers used in the production of water-based paints, coatings and adhesives.*

## Global demand to rise 5.2% yearly through 2014

World demand for emulsion polymers is forecast to rise 5.2 percent per year to 12.8 million metric tons 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 volatile organic compounds (VOCs) will continue to drive demand for emulsions in waterborne paints and coatings. Emulsion polymer consumption is also rapidly rising in developing nations such as China and India, driven by strong economic growth and the ongoing replacement of solvent-based coatings and adhesives with waterborne products. Emulsion polymer market value is forecast to rise 5.8 percent per year through 2014 to over \$30 billion, benefiting from shifts in product mix toward higher priced emulsions, particularly acrylics.

## Acrylics to remain leading emulsion polymer type

Acrylics will remain the leading emulsion polymer product type through 2014, accounting for 37 percent of total demand. Acrylics will also be the fastest growing class of emulsions, driven by increasing demand in latex paints and coatings. Vinyl acetate emulsions, which are used in adhesives and water-based coatings, will also see healthy gains in

## World Emulsion Polymer Demand (9.9 million metric tons, 2009)



Asia/Pacific  
35%

Western Europe  
27%

North America  
27%

Other Regions  
10%

demand. More subdued advances are expected for styrene-butadiene (SB) latexes, restrained by ties to slower-growing markets such as paper coatings and carpet backing adhesives. Nonetheless, gains for SB latexes will represent a substantial acceleration over the sluggish increases of the 2004-2009 period.

## Water-based paints hold best market prospects

Though emulsion polymers are highly versatile and used throughout the industrial economy, the market will remain closely linked to a relatively narrow group of products, most prominently water-based paints, paper/

paperboard coatings and general purpose adhesives. These three outlets accounted for over 75 percent of global demand in 2009. Best prospects are expected for emulsion polymers in water-based paints, which are gaining share over solventborne coatings in virtually all world markets. Even in industrialized countries, where latex paint dominates the architectural sector, emulsions in waterborne coatings are becoming more widespread in the industrial coating market. Demand growth in adhesives and paper coatings is forecast to rise more slowly, however, as emulsion technology is much more mature in these markets.

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## Sample Text, Table & Chart

### ASIA/PACIFIC

#### China: Emulsion Polymer Demand

Demand for emulsion polymers in China was 1.7 million tons in 2009, the largest market in the Asia/Pacific region and only to the United States in the world. This level of demand a per capita consumption of 1.3 kilograms, just below the global average. However, demand per dollar of GDP was well above the world average in 2009, higher than the US and Japan and matching Western Europe overall. The high level of demand per GDP is due to the country's heavily manufacturing-focused economy and its status among the world's largest paint and coatings producer, although vinyl acetate products remain in the minority. The country is also the world leader in paper and paperboard manufacturing, as well as general purpose adhesives. As a result, although emulsion polymer technology is not as well entrenched in China's coating, adhesive and paper sectors as in the developed world, the sheer size of these industries ensures a high level of consumption.

Demand for emulsion polymers in China is forecast to increase a brisk pace to 2.5 million metric tons, the second largest market in the world (trailing only the United States) by 2019. Robust growth in China's industrial and construction markets such as architectural coatings, adhesives and paper coatings. However, advances in technology will decrease demand for emulsion polymers of the 1999-2009 decade. During this period, emulsions demand rose an average of over 10% annually. Acrylic-based emulsions will remain the largest product, bolstered by rising demand in the paint and coating markets as well as adhesives applications. SB latex consumption will increase due to increased demand for paper coatings, although gains will be below the national average for emulsion polymers.

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**SAMPLE TEXT**

TABLE VII-4

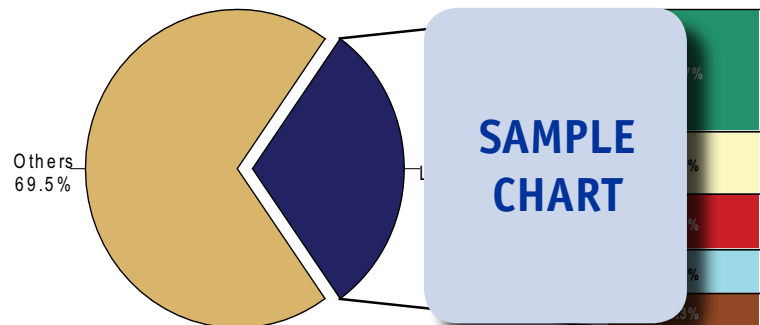
CHINA: EMULSION POLYMER DEMAND  
 BY PRODUCT & MARKET  
 (thousand metric tons)

Item	1999	2004	2009	2014	2019
Gross Domestic Product (bil 2008\$)	105	175	325	510	730
kg emulsion/mil \$ GDP					
Emulsion Polymer Demand					
By Product:					
Acrylics					
Styrene-Butadiene Latex					
Vinyl Acetate Polymers					
Other Emulsion Polymers					
By Market:					
Paint & Coatings					
Paper & Paperboard Coatings					
Adhesives & Carpet Backing					
Other Markets					

**SAMPLE TABLE**

CHART IX-1

WORLD EMULSION POLYMER MARKET SHARE, 2009  
 (\$22.7 billion)

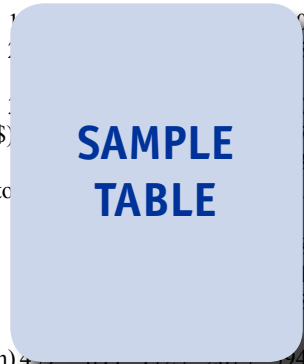


**SAMPLE CHART**

## Sample Profile, Table & Forecast

**TABLE VII-3**  
**CHINA: KEY INDICATORS FOR EMULSION POLYMER DEMAND**

Item	1999	2004	2009	2014	2019
Population (million persons)	1,212	1,328	1,371	1,385	1,399
per capita GDP	1,040	2,040	3,040	4,040	5,040
Gross Domestic Product (bil 2008\$)	10,000	20,000	30,000	40,000	50,000
Manufacturing Value Added (bil 2008\$)	10,000	20,000	30,000	40,000	50,000
Construction Expenditures (bil 2008\$)	10,000	20,000	30,000	40,000	50,000
Paper & Paperboard Prdn (mil metric tons)	10,000	20,000	30,000	40,000	50,000
kg emulsion/capita	10,000	20,000	30,000	40,000	50,000
kg emulsion/mil \$ GDP	10,000	20,000	30,000	40,000	50,000
kg emulsion/mil \$ MVA	10,000	20,000	30,000	40,000	50,000
Emulsion Polymer Demand (000 m tons)	10,000	20,000	30,000	40,000	50,000



**COMPANY PROFILES**

**Eni SpA**  
 Piazzale Enrico Mattei 1  
 00144 Rome  
 Italy  
 39-06-59-821  
 http://www.eni.com

Sales: \$10.4 billion in 2009, 34% from Europe, 34% from Other European Union, 9% from Africa, and 1% from Asia.  
 Employment: 10,000

Key Products: Emulsion polymers

Eni SpA is involved in the oil, natural gas, electricity generation, oilfield services and engineering markets. The Company operates in seven major segments: Exploration and Production, Gas and Power, Refining and Marketing, Petrochemicals, Engineering and Construction, Other Activities, and Corporate and Financial Companies.

The Company is active in the world emulsion polymers industry via the Petrochemicals segment, which had sales of \$5.5 billion and employed 6,070 in 2009. The segment operates mainly through the Polimeri Europa SpA subsidiary (Italy), a producer of elastomers, styrenics, olefins, aromatics and intermediates. Among these products are a number of synthetic styrene-butadiene rubber emulsion polymers, which are marketed under the INTEX and EUROPRENE LATICES brand names. These products are suitable for use in a wide range of applications, including molded foam, carpet backing and paper coating.

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“Emulsion polymer demand in the Asia/Pacific region is forecast to increase 7.1 percent per year through 2014 to 4.9 million metric tons, the fastest gains of any region in the world. Market value is forecast to increase 8.5 percent per year to \$10.4 billion over the same period, benefiting from shifts in the product mix toward higher-value acrylic emulsions. Advances will be driven by continued strong growth in regional manufacturing activity, especially in ...”  
 --Section VII, pg. 147



**OTHER STUDIES**

**Automotive Coatings, Adhesives & Sealants**

US automotive coating, adhesive and sealant demand will rise 9.4% yearly through 2014 as motor vehicle output recovers from the recent downturn. Coatings will remain the dominant segment, with water-based, powder and radiation-curable types leading gains. This study analyzes the \$3.6 billion US automotive coating, adhesive and sealant industry with forecasts for 2014 and 2019 by formulation and substrate, polymer, market and application. It also evaluates company market share and profiles industry competitors.

#2714 ..... November 2010 ..... \$4800

**Silicones**

US demand for silicones is forecast to rise 5.3% annually through 2014. Consumer goods such as cosmetics and toiletries will remain a fast growing market, as will medical products. Silicone gels will be the fastest growing type, driven by robust growth in demand for gel encapsulants in LED and photovoltaic applications. This study analyzes the \$2.8 billion US silicone industry, with forecasts for 2014 and 2019 by product, market and application. It also evaluates company market share and profiles industry players.

#2665 ..... July 2010 ..... \$4700

**World Architectural Paint**

Global demand for architectural paints will rise 3.6% yearly through 2013. The fastest gains will arise in emerging markets, mostly in Asia. The North American market will benefit from a recovery in the US housing market. Water-based formulations will continue to gain market share. This study analyzes the \$42 billion world architectural paint industry, with forecasts for 2013 and 2018 by market, end-user, formulation, world region and for 23 countries. It also evaluates company market share and profiles industry participants.

#2604 ..... March 2010 ..... \$5800

**Packaging Inks, Coatings & Additives**

US demand for packaging inks, coatings and additives will rise 2.5% yearly through 2013. Demand will benefit from more environmentally friendly packaging, which will foster new sustainable and efficient products such as powder coatings, energy-curable inks and coatings, and bioplastic additives. This study analyzes the \$2.6 billion US packaging inks, coatings and additives industry, with forecasts for 2013 and 2018 by product type, substrate and packaging type. It also evaluates company market share and profiles industry players.

#2587 ..... December 2009 ..... \$4600

**Soy Chemicals**

US soy chemical demand will grow 7.8% annually through 2013, driven by the continued penetration of biodiesel, and by the adoption of alternatives to traditional, petrochemical-based materials in manufacturing. Soy oil derivatives such as methyl soyate, polyols, soy-based foamed plastics, waxes and fatty acids hold particularly good prospects. This study analyzes the \$1.9 billion US soy chemical industry, with forecasts for 2013 and 2018 by product and market. It also evaluates market share and profiles industry players.

#2538 ..... September 2009 ..... \$4700

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The Freedonia Group, Inc., is a leading international industry market research company that provides its clients with information and analysis needed to make informed strategic decisions for their businesses. Studies help clients identify business opportunities, develop strategies, make investment decisions and evaluate opportunities and threats. Freedonia research is designed to deliver unbiased views and reliable outlooks to assist clients in making the right decisions. Freedonia capitalizes on the resources of its proprietary in-house research team of experienced economists, professional analysts, industry researchers and editorial groups. Freedonia covers a diverse group of industries throughout the United States, the emerging China market, and other world markets. Industries analyzed by Freedonia include:

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