

NEW Forecasts for 2015 & 2020 in 15 countries

World Thermoplastic Elastomers

Study # 2803

September 2011

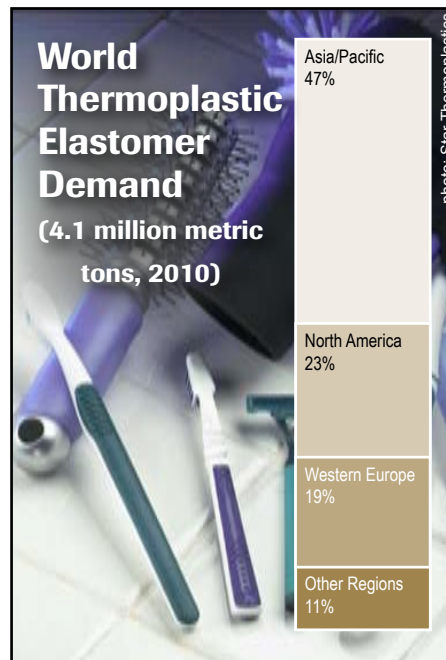
\$6100

World demand to rise 6.3% annually through 2015

Worldwide demand for thermoplastic elastomers (TPEs) is forecast to rise 6.3 percent per year to 5.6 million metric tons in 2015. Gains will represent an acceleration from the 2005-2010 period as motor vehicle production -- the leading outlet for TPEs -- rebounds in the US and Western Europe. Advances will also be fueled by the rising use of TPEs in the developing countries of the world, where these materials are continuing to penetrate new applications. Additionally, TPE demand will benefit from the ongoing push to reduce motor vehicle weight, particularly as oil prices rise and automotive fuel economy standards become more stringent. Limiting further gains, however, will be a high degree of maturity in slower growing markets such as footwear and asphalt modification.

Asia/Pacific region to remain largest, fastest growing market

The Asia/Pacific region will continue to be the largest and fastest growing market for TPEs through 2015, accounting for nearly half of world demand. China, which has become the world's largest consumer of TPEs, will continue to see robust growth in demand. Regional gains will also benefit from nearly double-digit expansion in India and a notable acceleration in the Japanese market. TPE demand in North America and Western Europe will see substantial improvement compared to the recession-plagued 2005-2010 period. Over the long term, however, these regions are expected to



account for an increasingly smaller share of global TPE demand. Other world regions will enjoy above-average advances in TPE demand through 2015, particularly Eastern Europe and its expanding automotive production industry.

Fastest growth to be seen in smaller volume markets

Motor vehicles account for the largest portion of the world TPE market, with 30 percent of total demand in 2010. Advances will be bolstered by a rebound in the TPE-intensive North American and West European automotive industries through 2015, as well as increased TPE use in emerging markets such as China, India and Brazil. Consumer goods markets will see slightly subpar gains, however, as rising use in applications such as appli-

ances and household items will be countered by the large and mature footwear market. The fastest growth will be seen in smaller volume TPE markets, driven primarily by the robust medical products industry, as well as emerging applications in the packaging market.

POEs, TPVs to be fastest growing product types

Styrenic block copolymers (SBCs) will remain the leading TPE product type through 2015. However, SBCs will also be the slowest growing TPE product, limited by a high degree of market saturation in many applications. The fastest growth is expected for polyolefin elastomers (POEs), a relatively new TPE product class that is attaining rapid acceptance as a performance additive for plastics. Strong gains are also forecast for thermoplastic vulcanizates (TPVs), which are finding new applications in motor vehicle and consumer product markets. A resurgent motor vehicle industry will bolster gains for thermoplastic olefins (TPOs), although advances will be restrained by maturity in applications such as automotive bumper fascia.

Study coverage

This new Freedonia industry study, *World Thermoplastic Elastomers*, is priced at \$6100. It presents historical demand data (2000, 2005, 2010) as well as forecasts for 2015 and 2020 by market, type, world region and for 15 major countries. The study also considers market environment factors, assesses global industry structure, evaluates company market share and profiles 41 industry players.

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ASIA/PACIFIC

China

Demand for thermoplastic elastomers in China, the world's largest national market, is projected to grow at a steady pace through 2015 to over 1.4 million metric tons, accounting for 65 percent of the world's TPE market. China's rapidly expanding motor vehicle industry also holds strong prospects for future gains in domestic TPE consumption. Demand will be driven by a transfer of technology from Western multinational automakers that have already garnered significant experience in interior and exterior areas for TPE use in motor vehicles. China's TPE market will also benefit from rapid expansion in the country's sizable manufacturing and industrial sector, where TPEs are gaining new applications in conveyor belts, mounts and impact-absorbing devices, grommets and bellows.

Chinese production of thermoplastic elastomers, primarily SBCs and TPOs, is projected to outpace growth in demand and expand to 1.4 million metric tons in 2015. Nevertheless, China's trade deficit in TPEs will remain the largest in the world. The Chinese footwear industry predominantly consumes SBCs in the production of soles, uppers and "rubberized" shoe parts. This has significantly bolstered exports to China from Taiwan-based SBC manufacturers such as LCY, Chi Mei and TSRC in recent years.

State-controlled China Petroleum & Chemical Corporation (Sinopec), through various subsidiaries, is the leading TPE producer in China. All of the

SAMPLE TEXT
 Explanations to support each table's data and forecasts

OTHER REGIONS

Demand for TPEs in Brazil will benefit from favorable gains in manufacturing output and construction spending. Additionally, strong gains in regional output of motor vehicles are fueling new applications for TPEs in automotive parts and components. Rising incomes throughout Central & South America are also fostering demand for consumer durables such as appliances and housewares, which are important markets for TPEs. Production of TPEs in Brazil is forecast to reach 80,000 metric tons in 2015, accounting for the vast majority of output in Central and South America. Kraton Polymers produces its KRATON styrenic block copolymers at a plant in Paulinia, Brazil. BASF operates a unit dedicated to its ELASTOLLAN TPUs in Sao Paulo, Brazil, and LyondellBasell compounds TPOs at a plant in Pindamonhangaba, Brazil. Petroflex, a subsidiary of LANXESS, manufactures SBCs at a site in Cabo de Santo Agostinho, Brazil.

TABLE VIII-4
BRAZIL -- THERMOPLASTIC ELASTOMER DEMAND BY PRODUCT & MARKET (thousand metric tons)

Item	2000	2005	2010	2015	2020
Thermoplastic Elastomer Demand					
By Product:					
Styrenic Block Copolymers (SBCs)					
Thermoplastic Polyolefins (TPOs)					
Polyolefin Elastomers (POEs)					
Thermoplastic Polyurethanes (TPUs)					
Thermoplastic Vulcanizates (TPVs)					
Copolyester Elastomers (COPEs)					
Other TPEs					
By Market:					
Motor Vehicles					
Consumer Goods					
Roofing & Asphalt					
Adhesives, Sealants & Coatings					
Industrial Products					
Other Markets					

SAMPLE TABLE
 Presents historical data for 2000, 2005 and 2010 as well as Freedonia forecasts for 2015 and 2020; data illustrated with the aid of nearly 90 tables and charts

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Freedonia's methods involve:

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World Silicones

World demand for silicones will rise 6.2 percent annually through 2015. The Asia/Pacific region will remain the largest and fastest-growing market. Electrical and electronic products will continue to be the leading outlet, bolstered by high-growth applications such as components for LEDs and solar energy products. This study examines the \$12.4 billion world market for silicones, with forecasts for 2015 and 2020 by market, product, world region and for 15 countries. The study also evaluates company market share and profiles industry participants.

#2779..... July 2011..... \$5900

World Emulsion Polymers

Global demand for emulsion polymers will rise 5.2 percent annually through 2014, driven by rising demand for latex polymers used in the production of water-based paints, coatings and adhesives. Acrylics will remain the leading emulsion polymer type and grow the fastest. This study analyzes the 9.9 million metric ton world emulsion polymer industry, with forecasts for 2014 and 2019 by market, product, world region and for 14 major countries. It also evaluates company market share and profiles industry players.

#2686..... October 2010 \$5700

Degradable Plastics

US demand for degradable plastics is forecast to rise 16.6 percent annually through 2014, driven by interest in environmentally friendly products. Polylactic acid (PLA) and starch-based plastics will remain the dominant types and see strong growth. Polyhydroxyalkanoate (PHA) will be the fastest growing type, from a small base. This study analyzes the 151 million pound US degradable plastic industry, with forecasts for 2014 and 2019 by type, product and market. It also evaluates company market share and profiles industry players.

#2648..... August 2010 \$4800

Silicones

US demand for silicones is forecast to rise 5.3 percent 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

Thermoplastic Compounding by Independents

US demand for independently compounded thermoplastics will rise 2.7 percent yearly through 2013. Value gains will be fueled by shifts toward more highly tailored resin formulations. Best opportunities are expected for TPEs and polypropylene, while PVC remains the largest segment. This study analyzes the 6.6 billion pound US independently compounded TP industry, with forecasts for 2013 and 2018 by resin and market. It also evaluates company market share and profiles industry players.

#2577..... February 2010 \$4700

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