World Pressure Sensitive Tapes

Industry Study with Forecasts for 2018 & 2023

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Table of Contents

EXECUTIVE SUMMARY

MARKET ENVIRONMENT

General ........................................... 4
World Economic Overview .................. 5
Recent Historical Trends ..................... 5
Macroeconomic Outlook ..................... 7
World Demographic Outlook ............... 10
World Per Capita Gross Domestic Product.13
World Personal Income & Expenditure Trends ... 15
World Manufacturing Outlook ............. 18
World Food & Beverage Outlook .......... 21
World Building Construction Expenditures ... 24
Residential Building .......................... 26
Nonresidential Building ...................... 28
World Motor Vehicle Outlook .............. 30
Motor Vehicle Production Trends ......... 30
Motor Vehicles in Use ....................... 32
World Health Care Expenditure Trends .... 34
Competitive Technologies .................. 37
Pricing Trends .................................. 40
Environmental & Regulatory Overview .... 40

OVERVIEW

Regional Demand ............................. 44
Tape Types ..................................... 47
Carton Sealing .................................. 50
Masking .......................................... 52
Electrical & Electronic ....................... 54
Electrical ........................................ 56
Electronic ....................................... 57
Double-Sided ................................... 58
Medical .......................................... 59
Other ............................................. 61
Tape Backing Materials ...................... 63
Polypropylene .................................. 66
Paper ............................................ 68
Polyvinyl Chloride ............................. 70
Other Backing Materials .................... 72
Regional Production .......................... 74
International Trade ......................... 76
Raw Materials ................................. 78

NORTH AMERICA

General ......................................... 82
Supply & Demand ............................. 83
Market Trends .................................. 85
United States ................................... 88
Canada .......................................... 94
Mexico .......................................... 100

WESTERN EUROPE

General ......................................... 106
Supply & Demand ............................. 107
Market Trends .................................. 110
France .......................................... 113
Germany ....................................... 119
Italy ............................................. 124
Netherlands .................................... 130
Spain ............................................. 135

United Kingdom .............................. 140
Other Western Europe ...................... 145

ASIA/PACIFIC

General ......................................... 152
Supply & Demand ............................. 153
Market Trends .................................. 155
Australia ........................................ 158
China ............................................ 164
India ............................................. 173
Indonesia ........................................ 179
Japan ............................................. 185
South Korea .................................... 192
Taiwan .......................................... 197
Thailand ........................................ 204
Other Asia/Pacific ............................. 209

OTHER REGIONS

Central & South America ................... 217
General ......................................... 217
Supply & Demand ............................. 218
Market Trends .................................. 219
Brazil ............................................ 221
Other Central & South America .......... 227
Eastern Europe ................................. 232
General ......................................... 232
Supply & Demand ............................. 233
Market Trends .................................. 235
Poland .......................................... 236
Russia ........................................... 241
Other Eastern Europe ....................... 246
Africa/Mideast ................................ 251
General ......................................... 251
Supply & Demand ............................. 253
Market Trends .................................. 254
South Africa .................................... 256
Turkey ........................................... 262
Other Africa/Mideast ......................... 267

INDUSTRY STRUCTURE

General ......................................... 273
Market Share .................................... 276
Cooperative Agreements ..................... 281
Manufacturing ................................. 281
Marketing & Distribution ................... 283

COMPANY PROFILES

ACHEM Technology ........................... 285
Adchem Corporation .......................... 287
Adhesives Research ........................... 288
Advance Tapes International ............... 291
American Biltrite ............................. 293
Avery Dennison ............................... 295
Beiersdorf AG .................................. 298
Bemis Company ............................... 302
Berry Plastics .................................. 305
BSN medical ................................... 308
Chargeurs SA ................................... 310
Coroplast Fritz Müller ....................... 312
Covidien plc .................................... 314
CTT Group ...................................... 316
DeWAL Industries ............................. 317
FLEXcon Corporation ....................... 319
Four Pillars Enterprise ....................... 321
Guangzhou Wang Cheong Adhesive Product 322
Henkel AG ...................................... 324
Hitachi Limited ................................ 326
Illinois Tool Works ........................... 329
Industrias Tuk .................................. 331
Intertape Polymer ............................. 333
Johnson & Johnson ........................... 336
Lintec Corporation ........................... 338
Lohmann & Rauscher ....................... 340
NAR SpA ........................................ 343
Nichiban Company ............................ 346
Nitto Denko ..................................... 347
Oji Holdings .................................... 354
ORAFOL Europe ............................... 355
RPM International ............................ 357
Saint-Gobain .................................... 360
Scapa Group ..................................... 363
Sekisui Chemical ............................. 366
Shurtape Technologies ....................... 370
Scad Group ..................................... 372
3M Company ................................... 374
Von Roll Holding .............................. 382
Wingtai Zhongshan ......................... 384
Wuhan Huaxia Nanfeng Adhesive Tapes ... 385
Zhejiang Yonghe Adhesive Products ....... 386
Zhongshan Crown Adhesive Products .... 387
Other Firms Mentioned in the Study ...... 388-412

List of Tables/Charts

EXECUTIVE SUMMARY

1 Summary Table ................................ 3

MARKET ENVIRONMENT

1 World Gross Domestic Product by Region ... 10
2 World Population by Region .................. 12
3 World Per Capita Gross Domestic Product by Region .................. 14
4 World Personal Consumption Expenditures by Region ............... 18
5 World Manufacturing Value Added by Region .................. 21
6 World Food & Beverage Manufacturing Value Added by Region .... 24
7 World Building Construction Expenditures by Region ............... 26
8 World Residential Building Construction Expenditures by Region .... 28
9 World Nonresidential Building Construction Expenditures by Region .... 29
10 World Motor Vehicle Production by Region .................. 32
11 World Motor Vehicles in Use by Region .................. 34
12 World Health Care Expenditures by Region .................. 37

OVERVIEW

1 World Pressure Sensitive Tape Demand by Region .................. 46
2 World Pressure Sensitive Tape Demand by Region, 2013 .......... 47
List of Tables/Charts

2 World Pressure Sensitive Tape Demand by Type ..................................49
Ch North America: Pressure Sensitive Tape Demand by Country, 2013 ...........50
3 World Pressure Sensitive Carton Sealing Tape Demand by Region ..........52
4 World Pressure Sensitive Masking Tape Demand by Region ..................54
5 World Pressure Sensitive Electrical & Electronic Tape Demand by Region 56
6 World Double-Sided Pressure Sensitive Tape Demand by Region ..........59
7 World Pressure Sensitive Medical Tape Demand by Region ...................61
8 World Other Pressure Sensitive Tape Demand by Region ...................63
9 World Pressure Sensitive Tape Demand by Backing Material ...............65
Ch North America: Pressure Sensitive Tape Demand by Backing Material, 2013 66
10 World Polypropylene Pressure Sensitive Tape Demand by Region ..........68
11 World Paper Pressure Sensitive Tape Demand by Region ..................70
12 World Polyvinyl Chloride Pressure Sensitive Tape Demand by Region ....72
13 World Other Pressure Sensitive Tape Demand by Region ..................74
14 World Pressure Sensitive Tape Production by Region .......................76
15 World Pressure Sensitive Tape Net Exports by Region ......................78

NORTH AMERICA
1 North America: Pressure Sensitive Tape Supply & Demand ..................84
Ch North America: Pressure Sensitive Tape Demand by Country, 2013 ........85
2 North America: Pressure Sensitive Tape Demand by Type & Material ....88
3 United States: Pressure Sensitive Tape Supply & Demand ..................91
4 United States: Pressure Sensitive Tape Demand by Type & Material .......93
5 Canada: Pressure Sensitive Tape Supply & Demand ..........................96
6 Canada: Pressure Sensitive Tape Demand by Type & Material .............99
7 Mexico: Pressure Sensitive Tape Supply & Demand ..........................102
8 Mexico: Pressure Sensitive Tape Demand by Type & Material .............104

WESTERN EUROPE
1 Western Europe: Pressure Sensitive Tape Supply & Demand ................109
Ch Western Europe: Pressure Sensitive Tape Demand by Country, 2013 ......110
2 Western Europe: Pressure Sensitive Tape Demand by Type & Material ....113
3 France: Pressure Sensitive Tape Supply & Demand ...........................116
4 France: Pressure Sensitive Tape Demand by Type & Material ...............118
5 Germany: Pressure Sensitive Tape Supply & Demand ........................121
6 Germany: Pressure Sensitive Tape Demand by Type & Material ..........123
7 Italy: Pressure Sensitive Tape Supply & Demand ...............................127
8 Italy: Pressure Sensitive Tape Demand by Type & Material ...............129
9 Netherlands: Pressure Sensitive Tape Supply & Demand ....................132
10 Netherlands: Pressure Sensitive Tape Demand by Type & Material ....134
11 Spain: Pressure Sensitive Tape Supply & Demand ...........................137
12 Spain: Pressure Sensitive Tape Demand by Type & Material ...............139
13 United Kingdom: Pressure Sensitive Tape Supply & Demand ...............142
14 United Kingdom: Pressure Sensitive Tape Demand by Type & Material ...144
15 Other Western Europe: Pressure Sensitive Tape Supply & Demand .......148
16 Other Western Europe: Pressure Sensitive Tape Demand by Type & Material ..150

ASIA/PACIFIC
1 Asia/Pacific: Pressure Sensitive Tape Supply & Demand ......................154
Ch Asia/Pacific: Pressure Sensitive Tape Demand by Country, 2013 ..............155
2 Asia/Pacific: Pressure Sensitive Tape Demand by Type & Material .........158
3 Australia: Pressure Sensitive Tape Supply & Demand ........................161
4 Australia: Pressure Sensitive Tape Demand by Type & Material .............163
5 China: Pressure Sensitive Tape Supply & Demand ..............................167
6 China: Pressure Sensitive Tape Demand by Type & Material ..............171
7 India: Pressure Sensitive Tape Supply & Demand ..............................175
8 India: Pressure Sensitive Tape Demand by Type & Material ..............178
9 Indonesia: Pressure Sensitive Tape Supply & Demand ........................182
10 Indonesia: Pressure Sensitive Tape Demand by Type & Material .........184
11 Japan: Pressure Sensitive Tape Supply & Demand ............................187
12 Japan: Pressure Sensitive Tape Demand by Type & Material ...............190
13 South Korea: Pressure Sensitive Tape Supply & Demand ...................194
14 South Korea: Pressure Sensitive Tape Demand by Type & Material .......196
15 Taiwan: Pressure Sensitive Tape Supply & Demand ..........................199
16 Taiwan: Pressure Sensitive Tape Demand by Type & Material ............202
17 Thailand: Pressure Sensitive Tape Supply & Demand ........................206
18 Thailand: Pressure Sensitive Tape Demand by Type & Material ..........208
19 Other Asia/Pacific: Pressure Sensitive Tape Supply & Demand .............212
20 Other Asia/Pacific: Pressure Sensitive Tape Demand by Type & Material ...214

OTHER REGIONS
1 Central & South America: Pressure Sensitive Tape Supply & Demand ...219
2 Central & South America: Pressure Sensitive Tape Demand by Type & Material 221
3 Brazil: Pressure Sensitive Tape Supply & Demand .............................224
4 Brazil: Pressure Sensitive Tape Demand by Type & Material ...............226
5 Other Central & South America: Pressure Sensitive Tape Supply & Demand 229
6 Other Central & South America: Pressure Sensitive Tape Demand by Type & Material 231
7 Eastern Europe: Pressure Sensitive Tape Supply & Demand ...............234
8 Eastern Europe: Pressure Sensitive Tape Demand by Type & Material ....236
9 Poland: Pressure Sensitive Tape Supply & Demand ............................239
10 Poland: Pressure Sensitive Tape Demand by Type & Material .............240
11 Russia: Pressure Sensitive Tape Supply & Demand ..........................243
12 Russia: Pressure Sensitive Tape Demand by Type & Material ............245
13 Other Eastern Europe: Pressure Sensitive Tape Supply & Demand ......248
14 Other Eastern Europe: Pressure Sensitive Tape Demand by Type & Material 250
15 Africa/Mideast: Pressure Sensitive Tape Supply & Demand ...............254
16 Africa/Mideast: Pressure Sensitive Tape Demand by Type & Material ....256
17 South Africa: Pressure Sensitive Tape Supply & Demand ....................259
18 South Africa: Pressure Sensitive Tape Demand by Type & Material .......261
19 Turkey: Pressure Sensitive Tape Supply & Demand ..........................264
20 Turkey: Pressure Sensitive Tape Demand by Type & Material .............267
21 Other Africa/Mideast: Pressure Sensitive Tape Supply & Demand .........269
22 Other Africa/Mideast: Pressure Sensitive Tape Demand by Type & Material 271

INDUSTRY STRUCTURE
1 World Pressure Sensitive Tape Sales by Company, 2013 ........................275
Ch World Pressure Sensitive Tape Market Share, 2013 ...........................277
Demand in 2018 to exceed 50 billion square meters

World demand for pressure sensitive adhesive (PSA) tapes is projected to increase 5.0 percent annually to 50.2 billion square meters in 2018. Market value growth through the same period will average 6.5 percent per year. This will represent an improvement over the performance of the 2008-2013 period, despite decelerating growth in China, the world’s largest PSA tape market by a comfortable margin. Although market advances will still be fastest in China, India, and other countries with rapidly developing economies, worldwide gains will also be fueled by rapid growth in more developed markets, including the US and much of Western Europe.

China, US, Western Europe to pace demand gains

In recent years, tape demand in many of the world’s most advanced economies stalled due to slowdowns in production output and declines (often steep) in building construction activity, causing tape demand to slow in many of the world’s most advanced economies. However, such activity is expected to expand appreciably in the US and in Western Europe through 2018. Renewed vigor in most global construction markets is projected to boost demand for paint and coatings, which creates a favorable outlook for masking tapes. The one exception to this trend is the Asia/Pacific region. Growth for the construction and manufacturing sectors there is expected to slow from its feverish pace of the past 10 years, though it will remain the fastest growing region for each, and not surprisingly, for tape demand as well.

Although tapes are made in every region of the world, a greater share of manufacturing capacity has shifted to the Asia/Pacific region over the past 10 years or so. While the region accounted for just over 40 percent of world production in 2003, its share had grown to more than 55 percent in 2013. Much of this development is attributable to China. Output of PSA tapes in China has risen at an even more impressive rate than its domestic market has, which has led to China becoming a key supplier to other nations in the Asia/Pacific region, as well as to North America and Eastern Europe. Taiwan and Indonesia also make tapes mainly destined for export markets, and Italy will remain the leading producer in Europe.

Carton sealing tape to remain dominant type

Carton sealing tape accounts for a large majority of PSA tape demand, two-thirds of the world total in 2013. Demand for masking tapes will be driven by renewed vigor in the global construction market and continued growth in motor vehicle production, particularly in the Asia/Pacific region. Gains will also be appreciable for most of the more specialized tape types, particularly medical tapes.
Taiwan: Market Trends

Pressure sensitive tape demand in Taiwan is projected to increase from 894 million square meters in 2003 to 610 million square meters in 2018. Growth will be driven by a variety of factors, including advances in key end-use industries, rising disposable income and personal consumption expenditures, and gains in overall manufacturing activity. However, very slow population growth, domestic market saturation, and a deceleration in overall manufacturing activity -- combined with a continuing shift of export-oriented manufacturing, including pressure sensitive tape manufacturing, to mainland China -- will prevent faster growth in pressure sensitive tape demand.

Through the forecast period, carton sealing tapes will remain the most widely used tape type in Taiwan, accounting for 69% of total demand in 2018. Demand for carton sealing tapes will be supported by growth in manufacturing output, continuing the trend of recent years. Additionally, the growing popularity of Internet-based shopping will support demand for packaging materials such as corrugated boxes and tapes.

Demand for masking tapes will see above average growth. Although advances in motor vehicle production will decelerate from the pace registered in the 2008-2013 period, overall gains for paint and coatings demand will accelerate through the forecast period. However, the masking tape segment accounts for a smaller share of tape demand than it does in most other countries at similar levels of development. In contrast, the electrical and electronic tape sector accounts for a larger share than is typical in other countries, given the country’s strong electronic product output.

Applications for self-adhesive tapes in Taiwan’s major export-oriented electronics industry include:

---

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<thead>
<tr>
<th>Item</th>
<th>2003</th>
<th>2008</th>
<th>2013</th>
<th>2018</th>
<th>2023</th>
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<td>Asia/Pacific Pressure Sensitive Tapes</td>
<td>8940</td>
<td>13955</td>
<td>19135</td>
<td>26100</td>
<td>34770</td>
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<td>% Taiwan</td>
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<td>3.0</td>
<td>2.7</td>
<td>2.3</td>
<td>2.1</td>
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<tr>
<td>By Type</td>
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<tr>
<td>Carton Sealing</td>
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<td>Electrical &amp; Electronic</td>
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<td>By Material</td>
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<td>65</td>
<td>80</td>
<td>115</td>
<td>145</td>
<td>175</td>
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</table>

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Advance Tapes International Limited
Westmoreland Avenue
Thurmaston LE4 8PH
United Kingdom
44-116-251-0191
http://www.advancetapes.com

Annual Sales: $80 million (estimated)
Employment: 380 (estimated)
Key Products: cloth, polyvinyl chloride, polyethylene, polyisobutylene, polyester, polypropylene paper, foil, and other tapes

Advance Tapes is a privately held producer of specialty adhesive tapes. These tapes are used for fixing, sticking, scaling, joining, protecting, insulating, repairing, and identifying.

The Company manufactures approximately 140 different tape products, including styles with cloth, polyvinyl chloride (PVC), polyethylene, polyisobutylene, polyester, polypropylene, paper, foil, and other backing materials. These tapes have applications in the agricultural, building, entertainment, nuclear, industrial, asbestos removal, and heating, ventilation, and air conditioning (HVAC) markets.

Cloth tapes made by Advance Tapes feature non-corrosive adhesives designed to peel cleanly off of a variety of surfaces. Among these tapes ADVANCE ARC colored tapes, which include AT 159 varieties for book binding end uses; AT 160 styles for color coding, splicing and jointing, and turbine protection applications; AT 175 polycoated tapes, which are suitable for use on a wide range of metal surfaces; and AT 180 water-resistant varieties. The Company also makes GAFFA cloth tapes for the entertainment and exhibition markets. PVC tapes made

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TABLE VI-15
TAIWAN: PRESSURE SENSITIVE TAPE SUPPLY & DEMAND
(million square meters)

<table>
<thead>
<tr>
<th>Item</th>
<th>2003</th>
<th>2008</th>
<th>2013</th>
<th>2018</th>
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<td>Population (mil persons)</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>$ GDP/capita</td>
<td></td>
<td></td>
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<tr>
<td>Gross Domestic Product (bil 2012US$)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% manufacturing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mfg Value Added (bil 2012US$)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>m² tape/capita</td>
<td></td>
<td></td>
<td></td>
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<td>m² tape/mild $ GDP</td>
<td></td>
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<td></td>
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<tr>
<td>m² tape/000$ MVA</td>
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<tr>
<td>Pressure Sensitive Tape Demand</td>
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<tr>
<td>+ net exports</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Pressure Sensitive Tape Shipments</td>
<td></td>
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</table>
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<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>Corporate Use License (add to study price) *</td>
<td>$6300</td>
</tr>
<tr>
<td>Additional Print Copies @ $600 each *</td>
<td>+ $2600</td>
</tr>
<tr>
<td>Total (including selected option) $</td>
<td></td>
</tr>
</tbody>
</table>

- Enclosed is my check (5% discount) drawn on a US bank and payable to The Freedonia Group, Inc., in US funds (Ohio residents add 8% sales tax)

- Bill my company
- American Express
- MasterCard
- Visa

**Name** ____________________________________________

**Title** ____________________________________________

**Company** ____________________________________________

**Division** ____________________________________________

**Street**

(No PO Box please)

**City/State/Zip** ____________________________________________

**Country** ____________________________________________

**Phone** ____________________________________________

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<th>Credit Card #</th>
<th>Expiration Date</th>
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</tbody>
</table>

**Email** ____________________________________________

**Signature** ____________________________________________

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* Please check appropriate option and sign below to order an electronic version of the study.

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Page 7
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- Health Care & Life Sciences
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- Packaging
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- Services
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