Waterborne Polyurethane Market by Application, by Region- Trends & Forecast to 2019

Description:
Waterborne polyurethane (WPU) is fully reacted polyurethane in a continuous water phase, resulting in a solvent-free medium. The health and environmental issues caused due to the use of solvent-based polyurethane can be avoided by using WPU-based products. The continuous investment in R&D by the market players has resulted in technological advances that have made WPU an effective substitute for the solvent-based counterparts. The wide array of properties, such as high abrasion resistance, high impact strength, and low temperature flexibility has resulted in its increased use in many applications. WPU is being increasingly used in a number of coating, sealant, adhesive, and elastomer applications. It is relatively costly, due to the high cost involved in manufacturing process and the requirement of skilled workforce during formulation. This factor acts as a restraint in the growth of waterborne polyurethane market. But the increasing public awareness about WPU products is a major opportunity for various market players.

The major drivers contributing to the growth of WPU market are:
- Replacement of solvent based polyurethane
- Growth in end-use industries
- Quality matrix

About the Market:

The global waterborne polyurethane market has been growing rapidly during the last few years. The market is expected to continue growing at a healthy rate in the next five years, mainly driven by a growth in demand due to replacement of solvent-based polyurethane.

Europe is the largest market for the WPU, the region accounted for more than 35.0% of the global market demand in 2014. The implementation of continuously increasing stringent regulations in the region is a major driving force for market in Europe. Asia-Pacific is the second largest market for WPU, followed by North America. The major factors attributing to growth of waterborne polyurethane market in Asia-Pacific is the rapid growth of various end-use industries in the region such as footwear, automotive, and construction.

This study estimates the global market for 2014 and projects the expected demand of the same by 2019. This market research study provides a detailed qualitative and quantitative analysis of the global market. It also includes a comprehensive review of major market drivers, restraints, opportunities, winning imperatives, challenges, and key issues in the market. The market is further segmented and forecast based on major regions Europe, Asia-Pacific, North America, and Rest of the World. Various secondary sources such as encyclopedia, directories, and databases have been used to identify and collect information for this extensive commercial study of the waterborne polyurethane market. The primary sources, experts from related industries and suppliers, have been interviewed to obtain and verify critical information as well as to assess the prospects of the market.

The competitive scenario of the top players in the market has been discussed in detail. The top players of the industry are profiled in detail with their recent developments and other strategic industry activities. These include The Dow Chemical Company (U.S.), Bayer MaterialScience LLC (Germany), Axalta Coating Systems (U.S.), Henkel AG & Company (Germany), and PPG Industries Inc. (U.S.).

Scope of the report: This research report categorizes the global market for waterborne polyurethane on the basis of application and region and forecasts market size in terms of value and volume, and analyzes trends in each of the regions.

On the basis of application: The waterborne polyurethane market is further segmented into sub categories as follows:
- Coating
- Sealant
- Adhesive, and
- Elastomer

On the basis of region: The global market is segmented into four regions; Europe, Asia-Pacific, North America, and Rest of the World.

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