Water Soluble Film Market for Detergent, Agrochemical, Water Treatment Chemical, Dye, Food, Packaging, Laundry Bags, Embroidery, Pharmaceutical Packaging - Global Trends & Forecasts to 2020

Description:
Water soluble (PVA/PVOH) film is commercially made from polyvinyl alcohol resins and due to its water soluble property, is widely used for water soluble small dose packaging of detergents, agrochemicals, water treatment chemicals, dyes, and food. Apart from these applications, water soluble (PVA/PVOH) film is used in embroidery and laundry bag manufacturing.

North America is the global leader of the water soluble films and this dominance is expected to continue till 2020. The U.S. is the key market in the region, accounting for more than half of the demand for water soluble film in North America, followed by Canada and Mexico where demand is growing steadily. The demand of water soluble film for detergent, agrochemical, and water treatment chemical packaging will grow due to increased awareness among consumers regarding the use of green products and also due to stringent environmental protection regulations in developed countries. The demand of water soluble film will rise at a steady phase in Asia-Pacific region on account of rapid urbanization and rise in the manufacturing plants in the region.

Among various applications of water soluble film, detergent packaging dominated the market with more than 37% of the total water soluble market share in 2014. Agrochemical packaging is another major application, which is expected to grow significantly, from 2015 to 2020. Other application types of water soluble film include water treatment chemical, packaging which is also expected to grow at a considerable rate in the coming years.

This study estimates the market size for PVA/PVOH water soluble film and projects the same till 2020. As a part of quantitative analysis, the study segments the market by material type, application and at country level with the current market estimation and forecast till 2019. The countries covered in the report are China, Japan, India, South Korea, Brazil, Germany, U.K., France, Spain, Mexico, Canada, and U.S. The segmentation by material includes polyvinyl alcohol and xylan. The segmentation by application includes detergent packaging, agrochemical packaging, water treatment chemical packaging, dye packaging, food packaging, embroidery, laundry bags, and pharmaceutical. Further as a part of qualitative analysis, the research provides a comprehensive review of major market drivers, restraints, and opportunities.

It also includes the company profiling and competitive strategies adopted by different market players, including Kuraray Co., Ltd. (Japan), Aicello Corporation (Japan), Sekisui Chemical Co., Ltd (Japan), The Nippon Synthetic Chemical Industry Co., Ltd (Japan), Arrow Coated Products Ltd. (India), and others.

Scope of the report:
This research report categorizes the market for water soluble film on the basis of materials, products, end-user industry, and region along with forecast of revenue and analyzing trends in each of the submarkets.

On the basis of materials: The water soluble film market is segmented on the basis of materials, such as polyvinyl alcohol and xylan. Each material type is further described in detail in the report with value forecasts for aforementioned.

On the basis of application: The water soluble film market is segmented into different product types, such as detergent packaging, agrochemical packaging, embroidery, laundry bags, and food packaging. Each application type is further described in detail in the report with value forecasts between 2015 and 2020 period.

On the basis of region: The water soluble film market is segmented by regions, Asia-Pacific, North America, Western Europe, Eastern Europe, South America and RoW, and they are further segmented by key countries in each region that include China, Japan, South Korea, India, The U.S., Canada, Mexico, Germany, U.K., France, Spain, and Brazil.
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