
Description: North America Automotive Plastics Market is expected to grow at a CAGR of 5.5%. Profits will be driven by new advancements made in materials and regulatory pressure will be the major force propelling growth. Fuel economy standards that are being increasingly adopted throughout North America is pushing manufacturers to design lighter weight models of their brands.

Canada and Mexico have implemented standards in line with US CAFE requirements in recent years, seeking to establish continent-wide regulations to ensure that their respective automotive industries remain competitive. On an average, Today's automobiles have about 11% plastics by weight and 50% plastics by volume. This is expected to increase by 4-5% in the next 6 years.

Among all the automotive plastics, polypropylene (PP) leads consumption by 35% followed by polyurethanes (PU) (17%), Acrylonitrile butadiene styrene (ABS) and polyvinyl chloride (PVC) are the other major plastic materials that have been in great demand in automobile manufacturing. There is an increasing demand for biodegradable plastics such as Starch-based, PHA-, PLA-, PCL- and PBS-based.

The North America automotive plastics market is segmented by product (Polypropylene, polyurethane, Acrylonitrile butadiene styrene (ABS), Polyvinyl Chloride (PVC), Polyethylene (PE), Polymethyl Methacrylate (PMMA), High Density Polyethylene (HDPE) and Polycarbonate (PC)), by application (Automobile interior, Automobile exterior, under the hood and electrical components) and by geography (U.S.A and Canada). The key players in this market are Convestro, DuPont Engineering Polymers, BASF Corporation and Lanxess Corporation.

Restraints:

The increase in raw materials prices and huge capital investment are the major factors impeding market growth.

Specialities of The Report

1) The report will be useful in gaining an exhaustive understanding of the regional market. It will also be of assistance in providing a comprehensive analysis of the major trends, innovations and associated prospects for market growth over the coming half a decade

2) The report will be an ideal source material for industry consultants, manufacturers and other interested and allied parties to gain a critical insight into the factors driving and restraining the market, in addition to opportunities offered.

3) The report contains wide range of information about the leading market players and the major strategies adopted by them.

What The Report Offers

1) Market Definition along with identification of key Drivers and Restraints for the market.

2) Market analysis with region specific assessments and competition analysis on a global and regional scale.

3) Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a global and regional scale.

4) Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.

5) Identification and analysis of the Macro and Micro factors that affect the industry on both global and regional scale.
6) A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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