Barrier Materials Market by Type (PVDC, EVOH, PEN and Others), by End-Use Industry (Food & Beverage, Pharmaceutical, Cosmetic, Agriculture, and Others) - Global Forecast to 2020

Description: Barrier materials are categorized into varied types, such as PVDC, EVOH, and PEN, based on their functionalities. They possess inherent properties, such as high durability, strong impact and thermal, and chemical resistances. PVDC are advantageous in terms of transparency, gloss & printing characteristics, good scratch & abrasion resistance, and antilog as compared to other types. PVDC are readily available and can be easily converted into finished products, thereby meeting the necessary performance demands for varied applications, such as food & beverage, pharmaceutical, cosmetic, and agriculture industries.

Asia-Pacific is the leader of the barrier material market; this dominance is expected to continue till 2020. China is the key market in the region, accounting for more than half of the demand for barrier materials, followed by India, Japan, and Taiwan, where the demand is growing steadily. Increase in the demand for barrier materials, especially for PVDC, EVOH, and PEN has been observed in Asia-Pacific due to continued industrialization and growth of the manufacturing sector in the region. The continuous growth and innovation, along with industry consolidations, are projected to contribute to the growth of the industry.

PVDC is one of the key types of barrier materials. It is a highly effective barrier coating polymer that is produced by the polymerisation of a vinylidene chloride (VdC) monomer with other monomers such as acrylic esters and unsaturated carboxyl groups. It is the chemistry, density, and symmetry of the molecules in PVDC that give the material its excellent barrier properties against fat, vapor, and gases. PVDC is widely used in various end-user industries, such as food & beverage, pharmaceutical, cosmetic, and agriculture applications.

This study estimates the market size, in terms of value, of barrier material during the forecast period (2015-2020). As a part of the quantitative analysis, the study segments the market by material and end-use industry at a country level with the current market estimation and forecasts till 2020. The countries covered in the report are China, Japan, India, Taiwan, Brazil, Germany, the U.K., France, Italy, The Netherlands, and the U.S. The segmentation, by type, includes PVDC, EVOH, and PEN. The segmentation, by end-use industry, includes food & beverage, pharmaceutical, cosmetic, and agriculture. As a part of qualitative analysis, the research further provides a comprehensive review of the key market drivers, restraints, opportunities, winning imperatives, and challenges in the market. It also includes the company profiling and competitive strategies adopted by different market players, including Kuraray Co., Ltd (Japan), The Dow Chemical Company (U.S.), E.I. DuPont de Numerous and Co. (U.S.), Solvay SA (Belgium), and Chang Chun Petrochemical Co., Ltd (Taiwan), Kureha Corporation (Japan), Ashahi Kasei Corporation (Japan), Teijin Limited (Japan), and Zhejiang Juhua Co., Ltd. (China).

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