Plasticizers Market: By Type
(DOP,DINP,DPHP,DIDP,BBP,DOTP,Adipates,Esters,Epoxy,Bio-Based and others); By Application; By Geography - Forecast (2015-2020)

Description: Plasticizers are organic compounds added to polymers to facilitate processing and to increase the flexibility and toughness of the final product by internal modification of the polymer molecule. Polyvinyl chloride (PVC) accounts for 80-90% of world plasticizer consumption.

The main factor owing to the growth of this industry is growing consumption from industries like automotive industry, home appliances, electric wires and cables. Phthalates accounted for 70% of the world consumption of plasticizers in 2014, down from approximately 88% in 2005 and are forecast to account for 65% of world consumption in 2020. This decline is due to the increasing concerns over environmental effects.

The plasticizers market has been segmented by type, application and geography exclusively. Based on the types of additives commercially available, the market is categorized widely into two categories, which are, phthalates and non-phthalates. Each type varies greatly and the composition is different with different technical specifications. The phthalate type of plasticizers are further divided into dioctyl phthalate (DOP)/diethylhexyl phthalate (DEHP), diisononyl phthalate (DINP), di(2-propylheptyl) phthalate (DPHP), disodecyl phthalate (DIDP), butyl benzyl phthalate (BBP), dioctyl terephthalate (DOTP) and others. Whereas non-phthalates are divided into adipates, esters, trimellitates, epoxy, bio-based plasticizers and others. The key user segments include automobile industry, building and construction, electrical and cable industry, food and beverage industry, furniture, house appliances, medical devices industry and others.

The overall market is also presented from the perspective of different geographic regions and the key countries in each region. The market has been segmented in to four regions North America, Europe, Asia-pacific and Rest of the World. Competitive landscape for industry and market players are profiled with attributes of company overview, financial overview, business strategies, product portfolio and recent developments. Market shares of the key players for 2014 are provided.

Few of the companies that are profiled in this report include:
BASF SE
Eastman Chemical Company
Evonik Industries AG
Exxon Mobil Corp.,
LANXESS AG and many more.

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