South America Polyurethane (PU) Adhesives Market - Segmented by Product Type, End-user Industry and Geography - Trends and Forecasts (2015-2020)

Description:
The South American Polyurethane (PU) Adhesives Market was valued at USD 0.428 billion in 2014 and is projected to reach USD XX billion by 2020, at a CAGR of 7.19% during the forecast period from 2014 to 2020. Polyurethane (PU) adhesives are polymer based adhesive, prepared of urethane polymers with a chemical base of an isocynate group. They provide a strong bonding between two substrates. Polyurethane adhesives are available as both thermoplastic and thermoset adhesives. They are commonly known as elastic adhesives, owing to their excellent elasticity and elongation properties.

Polyurethane (PU) adhesives, owing to their high fracture resistance, excellent elongation and elasticity properties (before the occurrence of fracture) is becoming an integral part of various commercial and industrial sectors. In the South America Polyurethane (PU) Adhesives market report, we have taken the following major end-user sectors into consideration: Automotive, Construction, Furniture, Consumer, Electrical and Electronics, Footwear and Others.

This market is driven by a number of factors, such as the dynamic economic development in Brazil, and accelerating demand from the packaging industry. However, this market faces certain drawbacks, such as volatility in the raw material prices and stringent environmental regulations regarding VOC emissions. These factors may act as a roadblock to the growth of the market.

The South America Polyurethane (PU) Adhesives market, based on product type can be segmented into thermosetting, thermoplastics, and others. The market has also been geographically segmented into Brazil, Argentina, Chile, Colombia and Rest of South America. In terms of market revenue in 2014, Brazil led the market with a share of XX.XX%. With the improvement in the financial status of the consumers, the purchasing power of the middle class consumers has increased, which in turn is increasing the demand for automobiles (especially LCVs owing to the growing popularity of SUVs (considered LCV in South America) among consumers for private use) and buildings in the South American region. This is making the region an area of immense potential and opportunities. However, the dearth of stringent norms regarding VOC emission has considerably hindered the growth potential of this market.

Furthermore, the rapidly growing construction industry in the region will offer numerous opportunities in the growth of the South America Polyurethane (PU) Adhesives Market. Some of the major companies dominating this market for its products, services and continuous product developments are 3M, Dow Chemicals, Henkel AG & Co. KGaA, and Ashland Inc.

Key Deliverables in the Study

Market analysis for the South America Polyurethane (PU) Adhesives Market, with region specific assessments and competition analysis on global and regional scales
Market definition along with the identification of key drivers and restraints
Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
Extensively researched competitive landscape section with profiles of major companies along with their market shares
Identification and analysis of the macro and micro factors that affect the South America Polyurethane (PU) Adhesives market on both global and regional scales
A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped

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