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

Description: The European Polyurethane (PU) Adhesives Market was valued at USD 0.828 billion in 2014 and is projected to reach USD XX billion by 2020, at a CAGR of 5.37% 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 occurring of fracture) is becoming an integral part of various commercial and industrial sectors. In the European 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 augmented usage in footwear and consumer goods, and increased penetration in Asia-Pacific market. 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 European polyurethane (PU) adhesives market, based on product type can be segmented into thermosetting, thermoplastics, and others. The market has also been geographically segmented into Germany, United Kingdom, France, Italy, Spain, and Rest of Europe. In terms of market revenue in 2014, Germany led the market with a share of XX.XX%. With the improvement in the financial status and purchasing power of the middle class consumers in Asia-Pacific, the demand for building and automobiles has been consistently increasing, making the region an area of immense potential. As a result, majority of the large scale adhesive manufacturers in Europe have started focusing on developing strategies to penetrate the aforementioned region. However, the dearth of stringent norms regarding VOC emission from adhesives in both developed and developing countries have considerably hindered the growth potential for European polyurethane (PU) adhesive manufacturers.

Furthermore, the recovering construction industry in the region and the growing usage in niche applications will offer numerous opportunities in the growth of the Europe 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 Europe 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 Europe 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 identification of the regions that are still untapped
Contents:

1. Introduction
   1.1 Description
   1.2 Research Methodology
   1.3 Report Outline

2. Executive Summary

3. Europe Polyurethane Adhesives Market
   3.1 Current Market Scenario
   3.2 Industry Value Chain Analysis
   3.3 Industry Attractiveness – Porter’s 5 Force Analysis

4. Market Dynamics
   4.1 Drivers
      4.1.1 Increased use in Footwear and Consumer Goods
      4.1.2 Accelerating Demand from Packaging Industry
      4.1.3 Growing Automotive Industry
      4.1.4 Increased Penetration into Asia-Pacific Market
   4.2 Constraints
      4.2.1 Volatility in raw material prices
      4.2.2 Stringent Environmental regulations regarding VOC
   4.3 Opportunities
      4.3.1 Recovering Construction Industry
      4.3.2 Development of bio-based polyols
      4.3.3 Increasing use in Niche Applications

5. Market Segmentation and Analysis
   5.1 By Product Type
      5.1.1 Thermosetting
      5.1.2 Thermoplastics
      5.1.3 Others
   5.2 By End-User Industry
      5.2.1 Automotive
      5.2.2 Construction
5.2.3 Furniture
5.2.4 Consumer
5.2.5 Electricals & Electronics
5.2.6 Footwear
5.2.7 Others

6. Regional Market Analysis (Market size, growth and forecast)
6.1 Germany
6.2 United Kingdom
6.3 France
6.4 Italy
6.5 Spain
6.6 Rest of Europe

7. Competitive Landscape
7.1 Mergers & Acquisitions
7.2 Joint Ventures Collaborations and Agreements
7.3 Market Shares Analysis
7.4 Strategies Adopted by Leading Players

8. Company Profiles
8.1 BASF SE
8.2 Ashland Inc.
8.3 3M Co.
8.4 Xalapa
8.5 Avery Dennison Corp.
8.6 Dow Chemical Co.
8.7 ADCO Global Inc.
8.8 Sika AG
8.9 Illinois Tool Works Inc.
8.10 H.B. Fuller Co.
8.11 RPM International Inc.
8.12 Ellsworth
8.13 Adhesives Research Inc.
8.14 Beardow & Adams (Adhesives) Ltd
8.15 Chemence, Ltd.
8.16 Henkel AG & Company, KGaA
8.17 Huntsman Corp.
8.18 Pidilite Industries, Ltd.
8.19 Mapei Spa
8.20 Super Glue Corp.
8.21 Rohm and Haas Co.
8.22 Ninghai Dingcheng Adhesive Co., Ltd.
8.23 American Biltrite, Inc.

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