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

Description: The Asia-Pacific Polyurethane (PU) Adhesives Market was valued at USD 1.908 billion in 2014 and is projected to reach USD XX billion by 2020, at a CAGR of 8.87% during the forecast period from 2014 to 2020. Polyurethane (PU) adhesives are polymer based adhesive, prepared from 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 Asia-Pacific 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. The Construction segment dominated the Asia-Pacific Polyurethane (PU) Adhesives market, with a market share of XX.XX% in 2014.

This market is driven by a number of factors, such as the growing automotive industry in the region, increased usage in footwear and consumer goods, and dynamic economic development in India and China. 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 Asia-Pacific Polyurethane (PU) Adhesives market, based on product type can be segmented into thermosetting, thermoplastics, and others. The market has also been geographically segmented into China, India, Japan, South Korea, Malaysia, Indonesia, Thailand, Singapore, Australia and New Zealand, and Rest of Asia-Pacific. In terms of market revenue in 2014, China led the market with a share of XX.XX%. Continuous improvements in economic conditions in the Asia-Pacific region have enhanced the financial status of the consumers, which in turn has increased the demand for building and automobiles in the region, especially in countries such as India and China, consequently, making the region an area of immense potential and opportunities. However, the volatility in the raw material prices in the region has considerably hindered the growth of this market.

Furthermore, the rapidly growing construction industry and growing usage in niche applications will offer numerous opportunities in the growth of the Asia-Pacific 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

1. Market analysis for the Asia-pacific polyurethane (PU) adhesives market, with region specific assessments and competition analysis on global and regional scales

2. Market definition along with the identification of key drivers and restraints

3. 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

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

5. Identification and analysis of the macro and micro factors that affect the Asia-Pacific Polyurethane (PU) Adhesives market on both global and regional scales
6. A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information

7. 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

8. Insights on the major countries/regions in which this industry is blooming and Identification of the regions that are still untapped

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