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

Description:
The Middle-East and African Polyurethane (PU) Adhesives Market was valued at USD 0.362 billion in 2014 and is projected to reach USD XX billion by 2020, at a CAGR of 5.99% 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, due 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 Middle-East and African 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 accelerating growth in the automotive industry and replacement of solvent-borne adhesives. However, the market faces certain drawbacks, such as stringent environmental regulations regarding VOC emissions and political unrest in the region. These factors may act as a roadblock to the growth of the market.

The Middle-East and African Polyurethane (PU) Adhesives market, based on product type can be segmented into thermosetting, thermoplastics and others. The market has also been geographically segmented into Saudi Arabia, South Africa, and Rest of Middle-East and Africa. In terms of market revenue in 2014, Saudi Arabia led the market with a share of XX.XX%. With the improvement in the financial status of the consumers in the developing African countries, the purchasing power of the middle class consumers has increased considerably, which in turn is accelerating the undeniably hindered the growth potential of this market.

Furthermore, increased demand from Qatar will offer numerous opportunities in the growth of the Middle-East and African 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 Middle-East and African 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 Middle-East and Africa 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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