Polyurethane (PU) Microspheres Market by Applications (Encapsulation, Coatings, Adhesives, and Cosmetics) - Global Trends & Forecasts to 2020

Description: “PU microspheres market is projected to reach USD 74.4 million by 2020”

The global Polyurethane (PU) microspheres market is projected to reach USD 74.4 million by 2020 from USD 47.6 million in 2014, growing at a CAGR of 7.8% from 2015 to 2020. The growing demand of repositionable adhesives, increased application in the architectural segment as a coating material, and its use as an encapsulant in drug delivery and crop protection drives the demand for Polyurethane (PU) microspheres.

“Paints & coatings application estimated to be the fastest-growing segment for PU microspheres market from 2015 to 2020”
The paints & coatings application segment is estimated to be the fastest-growing market during the forecast period. The growth is attributed to a huge consumption of PU microspheres in paints and coatings. The increasing use of PU-based paints that act as a matting agent in wood floor finishes or architectural coating is expected to fuel its demand in the paints & coatings industry.

“Asia-Pacific is projected to be the fastest-growing market for PU microspheres”
Asian countries are expected to ensure the highest growth rate for the Asia-Pacific Polyurethane (PU) microspheres market during forecast period. The Asia-Pacific market is primarily driven by the growth of major end-use industries such as construction, electronics, and automotive. China is the largest demand center in Asia-Pacific and accounts for over half of total regional market volume. Various economic reforms in China over the last decade have helped the nation to emerge as the largest PU consuming country in the global market. Europe being a global hub of premium automotive, has a huge demand of Polyurethane (PU) microspheres making it the largest market by value.

BREAKDOWN OF PROFILE OF PRIMARY PARTICIPANTS:
- Distributors: 51%
- Encapsulators: 29%
- Polyurethane Microspheres Producers: 20%

Furthermore, as a part of qualitative analysis, the research provides a comprehensive review of major market drivers, restraints, opportunities, challenges, and regulations. Leading producers of PU microspheres include Microchem (Switzerland), Sanyo Chemical Industries Ltd. (Japan), Supercolori S.p.A. (Italy), Kolon Industry Inc. (Korea), Bayer Material Science LLC (Germany), Heyo Enterprise Co. Ltd. (Taiwan, Republic of China), and Chase Corporation (U.S.) among others have been profiled in this report.

Reasons to buy this report:
From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the PU microspheres market; high-growth regions; and market drivers, restraints, and opportunities.

The report provides insights on the following pointers:
- Market Penetration: Comprehensive information on PU microspheres offered by the top players in the global PU microspheres market
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the PU microspheres market
- Market Development: Comprehensive information about lucrative emerging markets – the report analyzes the markets for PU microspheres across regions
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the global PU microspheres market
- Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing
capabilities of the leading players in the global PU microspheres market

Contents:

1 Introduction
1.1 Objectives of Study
1.2 Report Description
1.3 Markets Covered
1.4 Stakeholders
1.5 Currency & Years Considered for Study

2 Research Methodology
2.1 Market Size Estimation
2.2 Market Crackdown & Data Triangulation
2.3 Market Share Estimation
2.4 Report Assumptions
2.5 Participants Summary

3 Executive Summary

4 Market Overview
4.1 Market Definition
4.2 Market Dynamics
4.2.1 Market Drivers
4.2.2 Market Restraints
4.3 Value Chain Analysis

5 PU Microspheres Market, By Applications
5.1 Encapsulation
5.2 Paints & Coatings
5.3 Adhesives
5.4 Cosmetics
5.5 Others Applications

6 PU Microspheres Market, By Geography
6.1 Snapshot : Robotic Vision Market, By Region
6.2 North America
6.3 Europe
6.4 APAC
6.5 RoW

7 Competitive Landscape
7.1 Introduction
7.2 Competitive Benchmarking - Target Applications
7.3 New Product Developments
7.4 Acquisitions & Expansions

8 Company Profiles
8.1 Microchem
8.2 Supercolori S.P.A.
8.3 Bayer Material Science, LLC.
8.4 Teledyne Dalsa
8.5 Kolon Industry, Inc.
8.6 Heyo Enterprises Co., Ltd.
8.7 Chase Corporation
8.8 Sanyo Chemical Industries, Ltd.
8.9 ICB Pharma
8.10 Mikrocaps
8.11 Burgundy Gold Ltd.
8.12 Tagra Biotechnologies Ltd.
8.13 Inesfly Corporation

9 Appendix
9.1 Introducing Rt: Real-Time Market Intelligence
9.2 RT Snapshot 1: Value Chain
9.3 RT Snapshot 2: Market Dashboard
9.4 Available Customizations
9.5 Knowledge Store
9.6 Related Reports

List of Tables
Table 1 Key Data Taken From Secondary Sources
Table 2 Key Data Taken From Primary Sources
Table 3 General Assumptions
Table 4 Year-Wise & Forecast Assumptions
Table 5 PU Microspheres Market, By Application, 2013 - 2020 ($ Million)
Table 6 PU Microspheres Market, By Application, 2013 - 2020 (KT)
Table 7 PU Microspheres Market in Encapsulation, By Geography, 2013 - 2020 ($ Million)
Table 8 PU Microspheres Market in Encapsulation, By Geography, 2013 - 2020 (KT)
Table 9 PU Microspheres Market in Paints & Coatings, By Geography, 2013 - 2020 ($ Million)
Table 10 PU Microspheres Market in Paints & Coatings, By Geography, 2013 - 2020 (KT)
Table 11 PU Microspheres Market in Adhesives, By Geography, 2013 - 2020 ($ Million)
Table 12 PU Microspheres Market in Adhesives, By Geography, 2013 - 2020 (KT)
Table 13 PU Microspheres Market in Cosmetic, By Geography, 2013 - 2020 ($ Million)
Table 14 PU Microspheres Market in Cosmetic, By Geography, 2013 - 2020 (KT)
Table 15 PU Microspheres Market in Other Applications, By Geography, 2013 - 2020 ($ Million)
Table 16 PU Microspheres Market in Other Applications, By Geography, 2013 - 2020 (KT)
Table 17 PU Microspheres Market, By Region, 2013 - 2020 ($ Million)
Table 18 PU Microspheres Market, By Region, 2013 - 2020 (KT)
Table 19 PU Microspheres Market for North America, By Application, 2013 - 2020 ($ Million)
Table 20 PU Microspheres Market for North America, By Application, 2013 - 2020 (KT)
Table 21 PU Microspheres Market for Europe, By Applications, 2014 ($ Million)
Table 22 PU Microspheres Market for Europe, By Applications, 2014 (KT)
Table 23 PU Microspheres Market for APAC, By Application, 2013 - 2020 ($ Million)
Table 24 PU Microspheres Market for APAC, By Application, 2013 - 2020 (KT)
Table 25 PU Microspheres Market for RoW, By Application, 2013 - 2020 ($ Million)
Table 26 PU Microspheres Market for RoW, By Application, 2013 - 2020 (KT)
Table 27 PU Microspheres Market : List of New Product Developments
Table 28 PU Microsphere Market : List of Acquisitions & Expansions

List of Figures
Figure 1 Participants' Distribution in Primary Interviews and Surveys
Figure 2 PU Microspheres Market, 2014 ($ Million)
Figure 3 PU Microspheres Applications Overview
Figure 4 PU Microspheres Market Dynamics
Figure 5 PU Microspheres Market Drivers : Impact Analysis
Figure 6 PU Microspheres Market Restraints : Impact Analysis
Figure 7 PU Microspheres Market : Value Chain Analysis
Figure 8 PU Microspheres Market : Value Chain Analysis
Figure 9 PU Microspheres Market : Value Chain Analysis
Figure 10 PU Microspheres Market in Encapsulation, By Geography, 2014 & 2020 ($ Million)
Figure 11 PU Microspheres Market in Paints & Coatings, By Geography, 2014 & 2020 ($ Million)
Figure 12 PU Microspheres Market in Adhesives, By Geography, 2014 & 2020 ($ Million)
Figure 13 PU Microspheres Market in Cosmetic, By Geography, 2014 & 2020 ($ Million)
Figure 14 PU Microspheres Market in Other Applications, By Geography, 2014 & 2020 ($ Million)
Figure 15 PU Microspheres Market in Other Applications, By Geography, 2014 & 2020 ($ Million)
Figure 16 PU Microspheres Market Analysis for North America, By Applications, 2013 - 2020 ($ Million)
Figure 17 PU Microspheres Market Analysis for U.S., By Applications, 2014 ($ Million)
Figure 18 PU Microspheres Market Analysis for Canada, By Applications, 2014 ($ Million)
Figure 19 PU Microspheres Market Analysis for Mexico, By Applications, 2014 ($ Million)
Figure 20 PU Microspheres Market Analysis for Europe, By Applications, 2013 - 2020 ($ Million)
Figure 21 PU Microspheres Market Analysis for Germany, By Applications, 2014 ($ Million)
Figure 22 PU Microspheres Market Analysis for Rest of Europe, By Applications, 2014 ($ Million)
Figure 23 PU Microspheres Market Analysis for APAC, By Applications, 2013 - 2020 ($ Million)
Figure 24 PU Microspheres Market Analysis for APAC, By Applications, 2013 - 2020 ($ Million)
Figure 25 PU Microspheres Market Analysis for Rest of APAC, 2013 - 2020 ($ Million)
Figure 26 PU Microspheres Market Analysis for Rest of World, By Applications, 2013 - 2020 ($ Million)
Figure 27 PU Microspheres Market Analysis for Middle East, By Applications, 2014 ($ Million)
Figure 28 PU Microspheres Market Analysis for South America, 2013 - 2020 ($ Million)

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