
Description: According to a new market report the future of the alumina trihydrate (ATH) flame retardant market looks good with opportunities in the electrical and electronics, building and construction, and wire and cable industries. The global ATH flame retardant market is forecast to grow at a CAGR of 4.9% from 2015 to 2020. The major drivers of growth for this market are stringent governmental regulations related to prohibition on use of halogenated flame retardants, growing awareness on fire safety, and increasing market penetration of ATH flame retardants in various end-use industries.

ATH flame retardants are used in a variety of applications with materials like polyolefin, epoxy, rubber, unsaturated polyester resin, polyvinyl chloride, and others. The author predicts that the demand for polyolefin is likely to experience the highest growth in the forecast period supported by growing demand in end product manufacturing. On the basis of comprehensive research, the author forecasts that wire and cable segment is expected to show highest growth during the forecast period.

Within the ATH flame retardant market, the building and construction segment is expected to emerge as the largest market by value. The changes in regulatory requirement and strong demand of halogen free flame retardants are expected to spur growth for this segment over the forecast period.

North America is expected to remain the largest market by value and volume both due to growth in end use applications and wider acceptance of ATH flame retardants in various end-use industries.

Asia Pacific and the Rest of the World are expected to witness significant growth over the forecast period because of growing awareness on fire safety, and restriction on some halogenated flame retardants.

For market expansion, report suggests innovation and new product development, where the unique characteristics of ATH flame retardants can be capitalized. The report further suggests the development of partnerships with customers to create win-win situations and development of low-cost solutions for the end user.

Emerging trends, which have a direct impact on the dynamics of the industry, include the growing consumption of nano-particle ATH and original equipment manufacturers (OEM’s) commitments towards the use of non-halogenated flame retardants. Nabaltec AG, Albemarle Corporation, Huber Engineered Materials, and TOR Minerals are among the major suppliers of the ATH flame retardants. Some companies are opting for M&A as a strategic initiative for driving growth.

The author has analyzed the global ATH flame retardant market by end-use industry, application, and region, and has come up with a comprehensive research report, “The Global Alumina Trihydrate (ATH) Flame Retardant Market 2015-2020: Trends, Forecast, and Opportunity Analysis.” The report serves as a spring board for growth strategy as it provides a comprehensive data and analysis on trends, key drivers, and directions.

The study includes a forecast of the global ATH flame retardant market through 2020, segmented by end-use industry, applications, and region as follows:

By end-use industry [Volume (M lbs/Kilotons) and $M shipment analysis for 2009 - 2020]:
- Building and Construction
- Electricals and Electronics
- Wires and Cables
- Textiles
- Transportation
- Others

By application [Volume (M lbs/Kilotons) and $M shipment analysis for 2009 - 2020]:
By region [Volume (M lbs/Kilotons) and $M shipment analysis for 2009 - 2020]:

- North America
- Europe
- Asia Pacific
- Rest of World

This report answers following 11 key questions:

Q.1: What are some of the potential, high-growth opportunities for global alumina trihydrate (ATH) market by applications, end user industry and regions?

Q.2: Which segments will grow at a faster pace and why?

Q.3: Which regions will grow at a faster pace and why?

Q.4: What are the key factors affecting market dynamics? What are the drivers and challenges of the market?

Q.5: What are the business risks and threats to the market?

Q.6: What are emerging trends in this market and reasons behind them?

Q.7: What are some changing demands of customers in the market?

Q.8: What are the new developments in the market? Which companies are leading these developments?

Q.9: Who are the major players in this market? What strategic initiatives are being implemented by key players for business growth?

Q.10: What are some of the competitive products and processes in this area and how big of a threat do they pose for loss of market share via materials / product substitution?

Q.11: What are M & A activities in the last 5 years in this market? What reasons can be attributed to these activities and how have they impacted the industry?

This unique report will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "The Global ATH Flame Retardant Market 2015-2020: Trends, Forecast, and Opportunity Analysis" include:

- Market size estimates: Growth opportunities in the global ATH flame retardant market size estimation in terms of value ($ Mil) and volume (kt) shipment.

- Trend and forecast analysis: Global ATH flame retardant market trend (2009-2014) and forecast (2015-2020) by region, by application, and end user industry segment.

- Segmentation analysis: Global ATH flame retardant market size by various application types such as polyolefin, epoxy, rubber, UPR, PVC, and others by various end user industry such as building and construction, electrical and electronics, wire and cable, textile, transportation, and others in terms of value.
and volume shipment.

- Regional analysis: Global ATH flame retardant market breakdown by key regions such as North America, Europe, Asia Pacific, and Rest of World.

- Growth opportunities: Analysis on growth opportunities in different applications, end user industry and regions.

- Strategic analysis: This includes M&A, new product development, competitive landscape, and expansion strategies of global ATH flame retardant market suppliers.

- Emerging applications: Emerging applications of ATH flame retardant in various markets.

- Analysis of competitive intensity of the industry based on Porter’s Five Forces model.

Contents:

1. Executive Summary

2. The ATH Flame Retardant Industry: Background and Classifications
   2.1: Introduction
      2.1.1: Industry Classifications
      2.1.2: Markets Served
   2.2: Supply Chain

3. Market Trends and Forecast Analysis
   3.1: Market Analysis 2014
      3.1.1: The Global ATH Flame Retardant Market by Value and Volume
      3.1.2: The Regional ATH Flame Retardant Market by Value and Volume
   3.2: Market Trends 2009-2014
      3.2.1: Macroeconomic Trends
      3.2.2: Global ATH Flame Retardant Market Trends by Value and Volume
      3.2.3: The North American ATH Flame Retardant Market Trends by Value and Volume
      3.2.4: The European ATH Flame Retardant Market Trends by Value and Volume
      3.2.5: The APAC ATH Flame Retardant Market Trends by Value and Volume
      3.2.6: The ROW ATH Flame Retardant Market Trends by Value and Volume
      3.2.7: Industry Drivers and Challenges
         3.2.7.1: Drivers of the Global ATH Flame Retardant Market
         3.2.7.2: Challenges for the Global ATH Flame Retardant Market
   3.3: Market Forecast 2015-2020
      3.3.1: Macroeconomic Forecast
      3.3.2: The Global ATH Flame Retardant Market Forecast by Value and Volume
      3.3.3: The North American ATH Flame Retardant Market Forecast by Value and Volume
      3.3.4: The European ATH Flame Retardant Market Forecast by Value and Volume
      3.3.5: The APAC ATH Flame Retardant Market Forecast by Value and Volume
      3.3.6: The ROW ATH Flame Retardant Market Forecast by Value and Volume

4. Competitor Analysis

4.1: Product Portfolio Analysis
4.2: Market Share Analysis
4.3: Growth Leadership Analysis
4.4: Porter’s Five Forces Analysis

5. Growth Opportunity & Strategic Analysis

5.1: Growth Opportunities Analysis
5.1.1: Growth Opportunities Analysis for the Global ATH Flame Retardant Market by End Use Industry
5.1.2: Growth Opportunity Analysis for the Global ATH Flame Retardant Market by Application
5.1.3: Growth Opportunity Analysis for the Global ATH Flame Retardant Market by Region

5.2: Strategic Analysis
5.1.1: New Product Development
5.1.2: Expansion Strategy
5.1.3: Product-Market Growth Matrix for the Global ATH Flame Retardant Market

5.3: Emerging Trends in the Global ATH Flame Retardant Industry
5.4: Mergers and Acquisitions in the Global ATH Flame Retardant Market

6. Company Profiles of Leading Players

6.1: Nabaltec AG
6.2: Albemarle Corporation
6.3: Huber Engineered Materials
6.4: TOR Minerals
6.5: Almatis
6.6: Shandong Chuanjun Chemical Co., Ltd
6.7: Showa Denko K. K. (SDK)
6.8: R.J. Marshall Company
6.9: SAFIC-ALCAN UK Limited
6.10: Niknam Chemicals Private Limited

List of Figures
Chapter 2. The ATH Flame Retardant Industry: Background and Classifications

Figure 2.1: Picture of Aluminum Hydroxide (ATH) Flame Retardants
Figure 2.2: The Fire Triangle (Source-Northland Fire Protection)
Figure 2.3: Mode of action of ATH (Source-EFRA)
Figure 2.4: Classification of Global ATH Flame Retardant Market by Application and End Use Industries
Figure 2.5: Global Polymer Production (Source-SPI, the Plastic Industry Trade Association)
Figure 2.6: Uses of Aluminum hydroxide in the Electrical and Electronics Industry
Figure 2.7: Uses of Aluminum Hydroxide in the Construction Industry
Figure 2.8: Uses of Aluminum hydroxide in the Wire and Cable Industry
Figure 2.9: Uses of Aluminum hydroxide in the Textile Industry
Figure 2.10: Uses of Aluminum hydroxide in the Transportation Industry
Figure 2.11: Uses of Aluminum hydroxide in the Coating Industry
Figure 2.12: Supply Chain of Global ATH Flame Retardant Market

Chapter 3. Market Trends and Forecast Analysis

Figure 3.1: Global ATH Flame Retardant Market Distribution ($M, %) by Application in 2014
Figure 3.2: Global ATH Flame Retardant Market Segments ($ Million) by Application in 2014
Figure 3.3: Global ATH Flame Retardant Market Distribution (Kilotons, %) by Application in 2014
Figure 3.4: Global ATH Flame Retardant Market (Kilotons) by Application in 2014
Figure 3.5: Global ATH Flame Retardant Market Distribution ($M, %) by End Use Industry in 2014
Figure 3.6: Global ATH Flame Retardant Market ($ Million) by End Use Industry in 2014
Figure 3.7: Global ATH Flame Retardant Market Distribution (Kilotons, %) by End Use Industry in 2014
Figure 3.8: Global ATH Flame Retardant Market (Kilotons) by End Use Industry in 2014
Figure 3.9: Global ATH Flame Retardant Market Distribution ($ Million) by Region in 2014
Figure 3.10: Global ATH Flame Retardant Market Distribution (Kilotons) by Region in 2014
Figure 3.11: Global Plastics Industry Trends from 2009 to 2014
Figure 3.12: Global GDP Growth Rate Trends
Figure 3.13: Regional GDP Growth Rate Trends at Constant Price
Figure 3.14: Global ATH Flame Retardant Market Growth Trends from 2009 to 2014
Figure 3.15: Global ATH Flame Retardant Market Trends ($ Million) by Application from 2009 to 2014
Chapter 1. Executive Summary

Table 1.1: Global ATH Flame Retardant Market Parameters and Attributes

Chapter 2. The ATH Flame Retardant Industry: Background and Classifications

Table 2.1: Comparison between Mineral Flame Retardant ATH and MDH
Table 2.2: Classification of Polymer Systems Using ATH as FR and Filler

Chapter 3. Market Trends and Forecast Analysis

Table 3.1: Market Trends (2009-2014) in the Global ATH Flame Retardant Market Shipments
Table 3.2: Average Growth Rates for One, Three, and Five Years in the Global ATH Flame Retardant Market Trend in Terms of $ Shipments
Table 3.3: Market Size and CAGR of the Global ATH Flame Retardant Market by End Use Industry from 2009 to 2014 in Terms of Value and Volume Shipments
Table 3.4: Market Size and CAGR of the Global ATH Flame Retardant Market by Application from 2009 to 2014 in Terms of Value and Volume Shipments
Table 3.5: Market Trends (2009-2014) in North American ATH Flame Retardant Market Shipments
Table 3.6: Market Size and CAGR of North American ATH Flame Retardant Market by End Use Industry in Terms of Value and Volume Shipments
Table 3.7: Market Size and CAGR of North American ATH Flame Retardant Market by Application from
2009 to 2014 in Terms of Value and Volume Shipments
Table 3.8: Market Trends (2009-2014) in European ATH Flame Retardant Market Shipments
Table 3.9: Market Size and CAGR of European ATH Flame Retardant Market by End Use Industry from 2009 to 2014 in Terms of Value and Volume Shipments
Table 3.10: Market Size and CAGR of European ATH Flame Retardant Market by Application from 2009 to 2014 in Terms of Value and Volume Shipments
Table 3.11: Market Trends (2009-2014) in APAC ATH Flame Retardant Market Shipments
Table 3.12: Market Size and CAGR of APAC ATH Flame Retardant Market by End Use Industry from 2009 to 2014 in Terms of Value and Volume Shipments
Table 3.13: Market Size and CAGR of APAC ATH Flame Retardant Market by Application from 2009 to 2014 in Terms of Value and Volume Shipments
Table 3.14: Market Trends (2009-2014) in ROW ATH Flame Retardant Market Shipments
Table 3.15: Market Size and CAGR of the ROW ATH Flame Retardant Market by End Use Industry from 2009 to 2014 in Terms of Value and Volume Shipments
Table 3.16: Market Size and CAGR of the ROW ATH Flame Retardant Market by Application from 2009 to 2014 in Terms of Value and Volume Shipments

Table 3.17: Market Forecast (2015-2020) in Global ATH Flame Retardant Market Shipments
Table 3.18: Average Growth Rates for One, Three, and Five Years in the Global ATH Flame Retardant Market Forecast in Terms of $ Shipments
Table 3.19: Market Size and CAGR of the Global ATH Flame Retardant Market by End Use Industry from 2015 to 2020 in Terms of Value and Volume Shipments
Table 3.20: Market Size and CAGR of the Global ATH Flame Retardant Market by Application from 2015 to 2020 in Terms of Value and Volume Shipments
Table 3.21: Market Forecast (2015-2020) for the North American ATH Flame Retardant Market Shipments
Table 3.22: Market Size and CAGR of the North American ATH Flame Retardant Market by End Use Industry from 2015 to 2020 in Terms of Value and Volume Shipments
Table 3.23: Market Size and CAGR of the North American ATH Flame Retardant Market by Application from 2015 to 2020 in Terms of Value and Volume Shipments
Table 3.24: Market Forecast (2015-2020) for the European ATH Flame Retardant Market Shipments
Table 3.25: Market Size and CAGR of the European ATH Flame Retardant Market by End Use Industry from 2015 to 2020 in Terms of Value and Volume Shipments
Table 3.26: Market Size and CAGR of the European ATH Flame Retardant Market by Application from 2015 to 2020 in Terms of Value and Volume Shipments
Table 3.27: Market Forecast (2015-2020) for the APAC ATH Flame Retardant Market Shipments
Table 3.28: Market Size and CAGR of the APAC ATH Flame Retardant Market by End Use Industry from 2015 to 2020 in Terms of Value and Volume Shipments
Table 3.29: Market Size and CAGR of the APAC ATH Flame Retardant Market by Application from 2015 to 2020 in Terms of Value and Volume Shipments
Table 3.30: Market Forecast (2015-2020) for the ROW ATH Flame Retardant Market Shipments
Table 3.31: Market Size and CAGR for the ROW ATH Flame Retardant Market by End Use Industry from 2015 to 2020 in Terms of Value and Volume Shipments
Table 3.32: Market Size and CAGR for the ROW ATH Flame Retardant Market by Application from 2015 to 2020 in Terms of Value and Volume Shipments

Chapter 4. Competitor Analysis
Table 4.1: Rankings of Suppliers Based on ATH Flame Retardant Revenue

Chapter 5. Growth Opportunity & Strategic Analysis
Table 5.1: Growth Opportunities for Global ATH Flame Retardant Market by End Use Industry
Table 5.2: New Product Launches in the Global ATH Flame Retardant Industry
Table 5.3: New Product Attractiveness Rating by Lucintel
Table 5.4: Capability Enhancement Activities by Competitors
Table 5.5: Major Expansion and Focused Business Segments of ATH Flame Retardants Suppliers
Table 5.6: Types of Market Expansion Activities by Competitors
Table 5.7: Competitors Segmentation of Strategic Initiatives in 2014
Table 5.8: Competitors Segmentation of Strategic Initiatives in 2013

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

| Web Address: | http://www.researchandmarkets.com/reports/3715538/ |
| Office Code: | SCBRPOFZ |

Product Formats
Please select the product formats and quantity you require:

| Quantity       | Electronic (PDF) - Single User: USD 4850 |
|               | Electronic (PDF) - 1 - 5 Users: USD 6650 |
|               | Electronic (PDF) - Enterpriseswide: USD 8850 |

Contact Information
Please enter all the information below in BLOCK CAPITALS

| Title: | Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐ |
| First Name: | ___________________________ |
| Email Address: * | ___________________________ |
| Job Title: | ___________________________ |
| Organisation: | ___________________________ |
| Address: | ___________________________ |
| City: | ___________________________ |
| Postal / Zip Code: | ___________________________ |
| Country: | ___________________________ |
| Phone Number: | ___________________________ |
| Fax Number: | ___________________________ |

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
- Account number: 833 130 83
- Sort code: 98-53-30
- Swift code: ULSBIE2D
- IBAN number: IE78ULSB98533083313083
- Bank Address: Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World