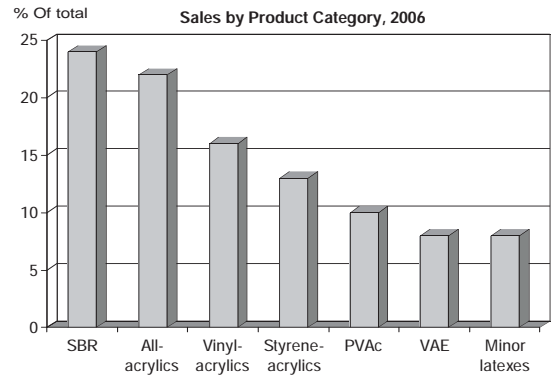


# Global Business Opportunities in Synthetic Latex Polymers, 2006-2017 - Volume III

## North America Fact Sheet

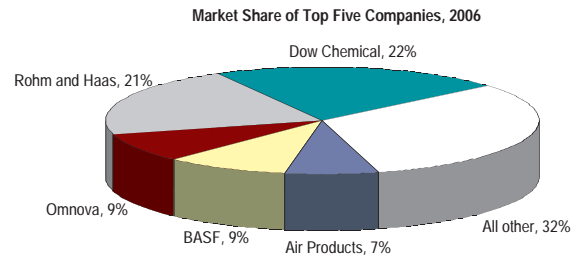
### The Market

North American consumption of synthetic latex polymers totaled around 7 billion dry lb, valued at almost \$7.3 billion in 2006. The U.S. market accounts for around 91% of consumption. Styrene-butadiene rubber and all-acrylics together account for 46% of total consumption.



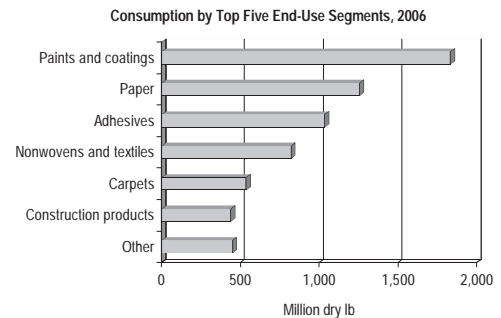
### Companies

U.S. sales of synthetic latex polymers in 2006 totaled approximately 6.4 billion dry lb, valued at approximately \$6.7 billion. Dow Chemical and Rohm and Haas are the leading suppliers of synthetic latex polymers to North America.



### End-use Segments

The supplier landscape for each key latex polymer is very different—fragmented in some cases and highly consolidated in others. Similarly, the supplier landscape for each application is very different.



### Future Outlook

The Sustained Growth scenario reflects average annual volume growth of nearly 2.2% through 2011, and VAE will exhibit the highest growth through 2011 under this scenario.

