

# Synthetic Latex Polymers 2009-2010 Global Series:

## Business Analysis and Opportunities

### 9th Edition with Expanded Geographic Coverage

**Base Year: 2008-2009**

#### Regional Coverage

##### *Core program*

Published 2nd quarter 2009

Base Year: 2008

- China
- India

Published 2nd quarter 2010

Base Year: 2009

- Europe (EU-27)
- North America

A global series of regional business analyses specifically designed to assist suppliers of synthetic latex polymers to understand the key dynamics of each significant market and product segment. The series addresses the following questions:

- What is the volume and value consumption of synthetic latex polymer by product type, application, and region?
- What is the growth potential for synthetic latex polymers, and what is driving growth?
- What is the forecast consumption of various synthetic latex polymers in 2013 by application and product type?
- What are the trends within each of the applications for these materials?
- What level of product substitution is occurring, if any, within the different applications?
- Who are the leading suppliers of synthetic latex polymers globally, by region, by product type, and by application?
- What is the outlook for selected synthetic latex polymer suppliers?
- What are the average prices of selected synthetic latex polymers by region and by application?
- What pricing trends are occurring within the upstream monomer markets, and how will this affect synthetic latex polymer pricing?

## Report Scope

*Synthetic Latex Polymers 2009-2010 Global Series: Business Analysis and Opportunities* provides a detailed, independent appraisal of the global market for synthetic latex polymers, including current and forecast demand by major product and end-use industry, product grades and prices, applications, distribution channels, supplier sales, and technical and market trends. Manufacturing economics is also analyzed for selected synthetic latex polymers.

Strong growth for synthetic latex polymers continues in emerging markets such as India and China, while Europe and the United States are challenged by over-capacity in some product lines and rapid price increases driven by rising oil prices. As oil prices increase, synthetic latex polymers are affected, as upwards of 70% of the total production cost of leading latexes is tied directly to the cost of raw materials.

This edition includes several new features, including:

- Extended coverage of the European market to include Central and Eastern Europe
- An online database containing historic data from 1978 (available to subscribers of the Core Program)

The base year for China and India is 2008, with forecasts to 2013 and 2014. The base year for Europe and North America is 2009, with forecasts to 2014.

## Key Benefits

This global report series assists latex polymer producers and monomer suppliers in understanding the evolution of the market in each significant global region, product group, and application, thus enabling subscribers to exploit these business opportunities. It also serves as an invaluable tool in the strategic planning process.

The report series provides subscribers with:

- A reliable and independent assessment of global synthetic latex consumption and market shares
- An appraisal of market trends and supply and demand drivers
- Competitive intelligence for use in benchmarking
- Forecasting scenarios from which to base solid strategic business plans
- Manufacturing economic scenarios that will help formulate a response to changing costs
- Valuable insights on emerging business opportunities for products and applications

Subscribers to the study have unlimited access to Kline's proprietary FutureView Scenario Forecasting Model and our Interactive Manufacturing Economics Model. With the forecasting model, subscribers can generate numerous "what if" scenarios by making changes to supply and demand forecast assumptions. Similarly, different cost-based scenarios can be challenged by our Manufacturing Economics Model.

## Report Contents

### 1. INTRODUCTION

### 2. EXECUTIVE SUMMARY

### 3. PRODUCT ANALYSIS

For each product covered, the following information is provided:

- Estimated consumption in volume and value by end use

### 4. END-USE ANALYSIS

For each application covered, the following information is provided:

- Overview
- Grades and prices
- Estimated consumption in volume and value by product type and application
- Competitive landscape
- Major customers
- Market share
- Appraisal and outlook

### 5. EXPORT AND IMPORT ANALYSIS

### 6. MANUFACTURING ECONOMICS

For the main product types, the following information is provided:

- Product brief
- Properties
- Technology assessment
- Raw materials
- Representative producer
- Production economics and appraisal

### 7. SUPPLIER PROFILES

Detailed profiles of up to 10 leading and niche local manufacturers of synthetic latex polymers are provided, including the following information:

- Overview
- Latex sales
- Grades
- Capacities
- Raw materials
- Sales and marketing
- Technical capabilities
- Outlook

Table 1: Product Scope

#### Major Products

- Acrylics
  - Pure acrylics
  - Styrene acrylics
  - Vinyl acrylics
- Polyurethane (PUR)
- Polyvinyl acetate (PVAc)
- Redispersible powders
- Styrene-butadiene (SB)
  - Carboxylated SB (X-SB)
  - High solids SB (HS-SB)
  - Nitrile-butadiene (AB-Nitrile)
- Vinyl acetate copolymers (VA-VeoVa)
- Vinyl acetate-ethylene (VAE)

#### Minor Products

- Ethylene vinyl chloride (EVCL)
- Polychloroprene (PCP)
- Polyethylene (PE)
- Polystyrene (PS)
- Polyvinyl chloride (PVC)
- Polyvinylidene chloride (PVdC)

Table 2: Application Scope

- Adhesives and sealants
- Carpet
- Construction
- Glass fiber
- Glove dipping
- Leather tanning
- Molded foam
- Nonwovens
- Others
- Paints and coatings
- Paper and paperboard
- Polishes and waxes
- Printing inks
- Textiles
- Tires

## Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts conducts in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including leading manufacturers and marketers of synthetic latex polymers, leading end users of synthetic latex polymers, and representatives from pertinent government agencies and trade associations. This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities.

Primary research comprises the bulk of the overall research methodology for this report. In addition, this analysis is supplemented by secondary research drawn from the review of suppliers' product literature and price lists; a search of recent trade and technical literature; Internet sources; and analysis of statistical data from government, industry, and trade associations and agencies.

## Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

Kline's research and consulting services extend across the entire Chemicals industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at [sales@klinegroup.com](mailto:sales@klinegroup.com), visit our website at [www.KlineGroup.com](http://www.KlineGroup.com), or contact us at any of our regional offices listed below.

### Recently published or in progress research for the Polymers/Materials industry includes:

- Global Business Opportunities in Synthetic Latex Polymers
- Synthetic Latex Polymers Database Annual Service
- Synthetic Latex Polymers: A Global Series of Regional Manufacturing Analyses
- REACH: A Regulatory Behemoth
- Smart Coatings and Smart Opportunities in Antimicrobial, Automotive, and Construction Applications
- Specialty Biocides: A Global Series of Regional Market Analyses
- Specialty Raw Materials for Cosmetics and Toiletries

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# Synthetic Latex Polymers 2009-2010 Global Series: Business Analysis and Opportunities

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