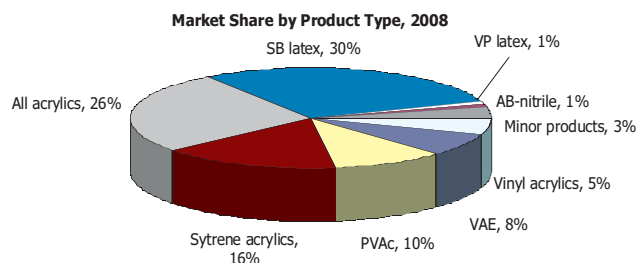


Synthetic Latex Polymers 2009: China Business Analysis and Opportunities

2009 Fact Sheet

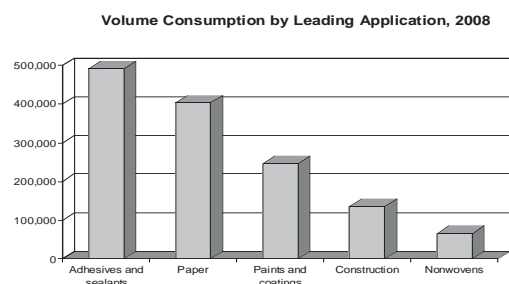
The Market

In 2008, the volume of synthetic latex polymers consumed in China was in excess of 1.5 million dry tonnes. Acrylics, including pure acrylics and styrene acrylics, account for nearly 50% of the market volume, followed by styrene butadiene latex.



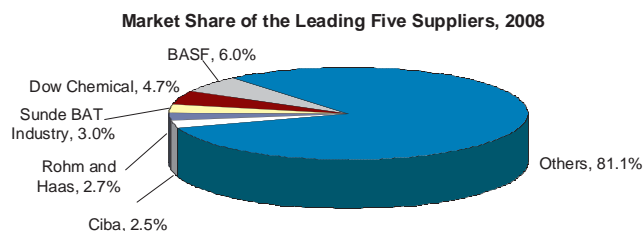
Applications

Adhesives and sealants is the leading application in China, followed by paper, and paints and coatings. The leading five application markets account for nearly 90% of the volume of synthetic latex polymers consumed in China.



Companies

The leading five suppliers hold nearly 20% of the market share, and include both multinational companies and domestic suppliers. Rivalry among existing players is medium as supply is extremely fragmented, and typically focused by geography and application. Direct sales is the typical channel, as suppliers try to maintain margins.



Future Outlook

GDP growth in China has fallen since reaching a high of 13% in 2007, due to the global economic downturn. Overall, the Chinese market for synthetic latex polymer is forecast to grow at an average annual volume rate of 7.5% to 2013.

Market Outlook for Synthetic Latex Polymers in China, 2009 to 2013

