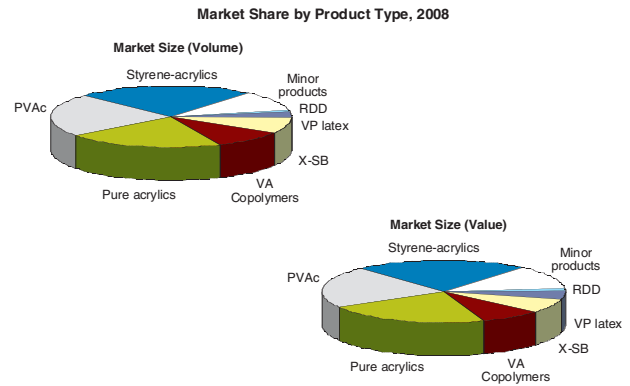


Synthetic Latex Polymers 2009: India Business Analysis and Opportunities

2008 Fact Sheet

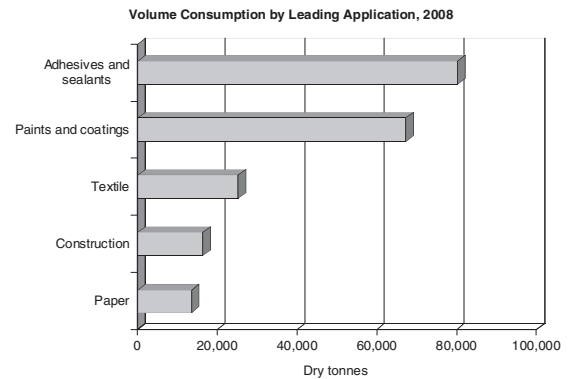
The Market

In 2008, the volume of synthetic latex polymers consumed in India was in excess of 200,000 dry tonnes, valued at just over \$600 million. Styrene acrylics is the leading latex with respect to both volume and value, closely followed by PVAc and then pure acrylics.



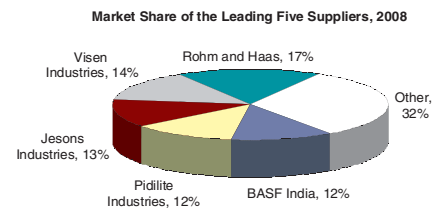
Applications

Adhesives and sealants is the leading application in the Indian market, followed by paints and coatings. The leading five application markets account for 92% of the volume of synthetic latex polymers consumed in India.



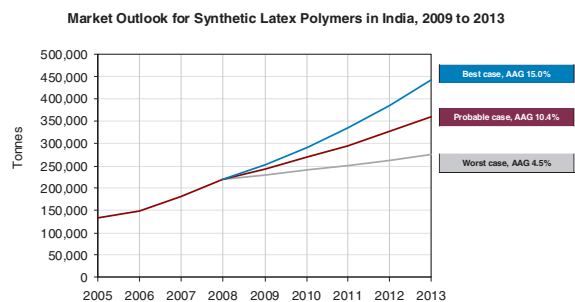
Companies

The leading five suppliers hold nearly 70% of the market share, and include both multinational companies and domestic suppliers. Direct sales is the typical channel, as suppliers can then provide technical support and work directly with their key accounts.



Future Outlook

The outlook for synthetic latex polymer consumption in India remains optimistic despite the economic downturn due to trade being bolstered by the increasing number of middle-class households and their increased buying power. From 2009 to 2013 a probable-case scenario predicts average growth of 10.4% with a worse-case scenario predicting average growth of 4.5%.



NOTE: Overall market scenarios exclude minor products.