

Synthetic Latex Polymers 2009: Europe Business Analysis and Opportunities

Fact Sheet

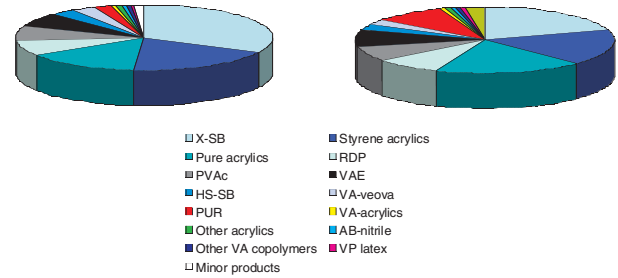
The Market

In 2009, the volume of synthetic latex polymers consumed in Europe was in excess of 2.4 million dry tonnes, valued at €5,055 million. X-SB is the leading latex with respect to both volume and value, closely followed by pure acrylics and then PVAc.

Market Share by Product Type, 2009

Market Size (Volume) = 2,476,480 Dry Tonnes

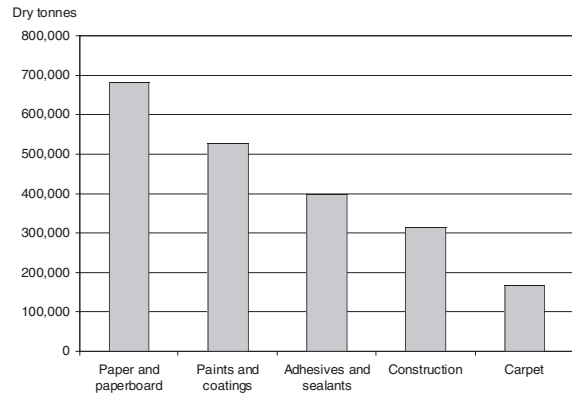
Market Size (Value) = € 5,055.8 Million



Applications

Paper and Paperboard is the leading application in the European market, followed by paints and coatings. The leading five application markets account for 84% of the volume of synthetic latex polymers consumed in Europe.

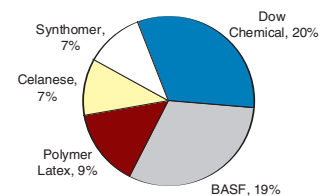
Volume Consumption by Leading Application, 2009



Companies

The leading five suppliers, holding nearly 62% of the market share, are multinational companies. Direct sales are the typical channel, as suppliers can then provide technical support and work directly with their key accounts.

Market Share of the Leading Five Suppliers, 2009



Future Outlook

The outlook for synthetic latex polymer consumption in Europe remains optimistic despite a negative GDP growth in Europe. This growth for synthetic latex polymer would primarily be driven by applications like printing inks and overprint varnishes, construction, and paints and coatings. From 2010 to 2014 a probable case scenario predicts average growth of 0.9%.

Market Outlook for Synthetic Latex Polymers in India, 2010 to 2014

