

Synthetic Latex Polymers 2012:

Brazil Market Analysis and Opportunities

To Be Published 4th Quarter 2011

Base Year: 2011

Complementing our global series of regional business analyses, which include Europe, the United States, China, and India, this report focuses on Brazil and is designed to assist suppliers of synthetic latex polymers to understand the key dynamics operating within each product segment and end-use application, including:

- What is the consumption in both volume and value of synthetic latex polymer by product type and application?
- What are the average prices of selected synthetic latex polymers by application?
- What are the trends within each of the applications?
- What 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 is the growth potential for synthetic latex polymers, and what is driving growth?

Report Scope

Synthetic Latex Polymers 2012: Brazil Market Analysis and Opportunities will provide a detailed independent appraisal of the market 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.

This edition will also include access to an online database, which will contain:

- Consumption of key synthetic latex polymer by application
- Supplier sales by polymer type and by application
- Average market pricing of ingredient by region
- Forecast consumption of synthetic latex polymer within a five-year timeframe

End-use applications included within this report series are:

- Adhesives and sealants
- Carpet
- Construction
- Leather
- Paints and coatings
- Paper
- Polishes and waxes
- Textiles
- Other: glass fiber, glove dipping, nonwovens, tires, among others

The base year of this report is 2011, with forecasts to 2016.

Key Benefits

This report series will assist latex polymer producers and monomer suppliers in understanding the evolution of the market by each product group and application, thus enabling subscribers to exploit identified business opportunities.

The report series provides subscribers with:

- An independent assessment of the synthetic latex polymers market enabling each subscriber to understand the context in which each regional business operates
- Identification of key growth by polymer type, application and geography to enable development of targeted sales and marketing strategies to exploit high growth areas
- An appraisal of market trends, supply and demand drivers enabling subscribers to position their polymers to maximize trends within the market
- Competitive intelligence for use in benchmarking
- Forecasting scenarios from which to base solid strategic business plans

The database features the FutureView forecasting tool, which allows users to easily change variables to run various "what if" demand scenarios that will help shape business strategy development.

Tentative Report Contents

1. INTRODUCTION

2. EXECUTIVE SUMMARY

3. PRODUCT ANALYSIS

Products included in this analysis are:

- Acrylics
 - Pure acrylics
 - Styrene acrylics
- Polyvinyl acetate (PVAc)
- Redispersible powders
- Styrene-butadiene
 - Carboxylated SB (X-SB)
 - High solids SB (HS-SB)
 - Carboxylated butadiene acrylonitrile (AB-SB)
- Vinyl acetate copolymers
- Vinyl acetate ethylene

The following information will be provided:

- Estimated consumption in volume and value by end use
- Five-year forecast and rationale

4. END-USE ANALYSIS

- Market overview
 - Market sizing, key trends, key players

- Product overview
 - Grades and prices
 - Levels of use
 - Regulatory overview
- Market sizing
 - Estimated consumption volume/value by product type
- Competitive landscape
 - Industry structure
 - Supplier market share
 - Porters five forces
 - Major customers
- Appraisal and outlook
 - Growth drivers and constraints

5. SUPPLIER LANDSCAPE AND PROFILES

Detailed profiles of ten leading and niche local manufacturers of synthetic latex polymers will be 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)

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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 conduct 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 will comprise 95% of the overall research methodology for this report.

In addition, this analysis will be 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, visit our website at www.KlineGroup.com, or contact us at any of our regional offices listed below.

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

- Synthetic Latex Polymers 2009-2010: Global Series
- Global Business Opportunities in Synthetic Latex Polymers, 2009-2010
- Global Business Opportunities in Synthetic Latex Polymers, 2006-2017
- Synthetic Latex Polymers Database 2008: Annual Online Subscription
- Synthetic Latex Polymers: A Global Series of Regional Manufacturing Analyses
- Synthetic Latex Polymers Manufacturing Analysis 2000: United States and Western Europe