



Synthetic Latex Polymers:

Global Business Analysis and Opportunities

Base year	2017	2018	2019
Region/country	Europe, CIS, Brazil	North America, China, India	Middle East, Southeast Asia, Rest of the World
Publication	Q1-Q2 2018	Q1-Q2 2019	Q1-Q2 2020

Regional Coverage: Brazil ■ Europe ■ China ■ CIS ■ India ■ The Middle East ■ North America ■ Southeast Asia ■ Rest of the World

Covering the complex market of synthetic latex polymers since the late 1970s, Kline now offers a new, continuous synthetic latex polymers program, which is global in scope. Designed to provide both instant market results through a new and fully interactive database, as well as in-depth analyses of each regional end-use segments through comprehensive reports, this redesigned program is an indispensable tool for stakeholders in the synthetic latex polymers industry. The second cycle comes with numerous improvements notably including an assessment of technologies competing with the use of emulsion polymers in various applications and additional reports on manufacturing capacities and customer satisfaction.

This Report Will Help Subscribers to:

- What is the consumption in both volume and value of synthetic latex polymer by product type and application?
- What is the consumption/supply by country, and what countries represent the best growth opportunities?
- 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 in the region by product type and application?
- What is the growth potential for synthetic latex polymers, and what is driving growth?

Tentative Report Contents*

Introduction

Executive Summary

An overview of the study findings from each chapter of the report.

Regional Analysis

For regional volumes, countries included are listed in Table 1. An overview of the key local markets in the region.

Product Analysis

For each of the products included in the analysis (Table 2):

- Introduction
- Grades and prices
- Applications
- Levels of use
- Competing materials
- Estimated consumption volume/value by application
- Suppliers
- Channels of distribution
- Appraisal and outlook

End-use Analysis

- Market overview
 - Market sizing, key trends, key players
- Product overview
 - Grades and prices
 - Levels of use
 - Regulatory overview
 - Competing technologies
- Market sizing
 - Estimated consumption volume/value by product type

- Competitive landscape
 - Industry structure
 - Supplier market share
 - Porter's Five Forces
 - Major customers
- Appraisal and outlook
 - Growth drivers and constraints

Supplier Landscape

Supplier Profiles

For each regional volume, detailed profiles of 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





Table 1: Regional Coverage

Europe	North America	CIS	Middle East	Southeast Asia
Countries included in EU-28	Canada	Armenia	Bahrain	Brunei
Norway	Mexico	Azerbaijan	Egypt	Cambodia
Switzerland	United States	Belarus	Iraq	East Timor
		Kazakhstan	Israel	Indonesia
		Kyrgyzstan	Jordan	Laos
		Moldova	Kuwait	Malaysia
		Russia	Lebanon	Myanmar
		Tajikistan	Oman	Philippines
		Turkmenistan	Qatar	Singapore
		Ukraine	Saudi Arabia	Thailand
		Uzbekistan	Syria	Vietnam
			Turkey	
			United Arab Emirates	
			Yemen	

Table 2: Products Covered

Acrylics	Pure Acrylics
	Styrene Acrylics
	Vinyl Acrylics
Polyvinyl acetate (PVAc)	
Polyurethane	
Redispersible powders	
Styrene-butadiene	Carboxylated SB (X-SB)
	High-solid SB (HS-SB)
	Acrylonitrile butadiene (AB)
	Vinyl Pyridine (VP)
Vinyl Acetate Copolymers	
Vinyl Acetate Ethylene	
Minor Products	Ethylene vinyl chloride (EVC)
	Polychloropropene (PCP)
	Polyethylene (PE)
	Polystyrene (PS)
	Polyvinyl chloride (PVC)
	Polyvinylidene chloride



Scope

Synthetic Latex Polymers: Global Business 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 include access to a brand new and fully interactive online database, which contains:

- Consumption of key synthetic latex polymers by application (and by country when applicable)
- Supplier sales by polymer type and by application (and by country when applicable)
- Historic consumption and supply
- Average market pricing
- Forecast consumption of synthetic latex polymers within a five-year timeframe

End-use applications included within this report series are:

- Adhesives and sealants
- Carpet
- Construction
- Glass fiber
- Glove dipping
- Leather
- Nonwovens
- Paints and coatings
- Paper
- Polishes and waxes
- Textiles
- Tires
- Other minor applications

Key Benefits

This report series will assist synthetic 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 will provide subscribers with:

- An independent assessment of the global 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



Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence procurement and assessment, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. 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.

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