

Consumption of Super Absorbent Polymers (SAP) Set to Reach 2.2 Mn Tonnes by 2015

Rising sales of disposable diapers in emerging nations and increasing end-use applications are fuelling the demand for super absorbent polymers.

VALLEY COTTAGE, NEW YORK, UNITED STATES, September 23, 2015 /EINPresswire.com/ -- Consumption of super absorbent polymers (SAP) is expected to reach 2.2 million tonnes by the end of 2015, on account of robust demand from the disposable diapers industry. Use of SAP in construction, agriculture, and packaging sector is expected to create additional demand, according to a report by research firm Future Market Insights (FMI).



Sales of disposable diapers and adult incontinence products are growing, owing to rising awareness and subsequent demand in emerging nations. Asia Pacific and Latin America promise opportunities for these products, due to the emergence of a strong middle class there.

SAP's water-retention property makes it an excellent choice for use in construction, medical, and agriculture sectors. Demand from these end-use industries is also driving the global super absorbent polymers market.

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Demand for SAP from disposable diapers industry is expected to reach 1.69 million tonnes by 2015 end, up from 1.59 million tonnes in 2014. Disposable diapers account for a nearly 75% of overall consumption of SAP globally.

North America is a lucrative market for disposable diapers. Demand for SAP from North American disposable diapers industry is expected to reach 372 thousand tonnes by the end of 2015, up by 20 thousand tonnes over 2014.

Disposable diapers industry in Europe and Asia Pacific Excluding Japan (APEJ) is also expected to create strong demand for SAP in the near future. Consumption of SAP in Europe's disposable diapers industry is expected to reach 442.7 thousand tonnes by the end of 2015, whereas in APEJ, the consumption will be to the tune of 517.6 thousand tonnes.

Key players in the super absorbent polymer industry are looking to capitalise on the growing demand. Nippon Shokubai Co. Ltd., BASF SE, Evonik Industries, Sumitomo Seika, and San-Dia polymers, LG Chemicals, and Formosa Plastics are some of the leading players in the market.

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Nippon Shokubai's annual SAP production capacity is nearly 55 thousand tonnes per year. Out of its estimated US\$ 2.52 billion revenues in 2014, SAP accounted for nearly 60%. Asia Pacific Excluding Japan (APEJ) is the largest market for the company accounting for nearly 38% of SAP revenues. Notable products of the company include Aqualic CA, Acryhope, Aqualic CS.

Nippon Shokubai announced an investment of approximately 80 Bn Yen (US\$ 750 Mn) to boost its overall SAP production capacity.

Evonik Industries' annual SAP production capacity is roughly 50 thousand tonnes per year. Out of its estimated revenues of US\$ 14.03 billion, SAP accounted for nearly 12% revenues. Europe is the most lucrative market for Evonik, followed by Asia Pacific and North America.

In March, 2015, Evonik Industries AG signed a contract with the Monarch Catalyst Private Ltd., Dombivli (India) to purchase 100% of Monarch's business shares. The acquisition is expected to be completed by Q2 2015.

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Although SAP revenues account for only 2% of BASF's overall revenues, they are of significance considering BASF's estimated revenues are to the tune of US\$ 80 billion annually.

In November 2014, the company announced an investment of approximately US\$ 550 Mn for expansion of its SAP production capacities worldwide.

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