

Asia-Pacific PUR Hot Melt Adhesives Market to Reach \$290.58 million with 9.15% CAGR Forecast to 2021

PUR Hot Melt Adhesives Market 2017 Asia-Pacific Trends, Market Share, Industry Size, Growth, Opportunities and Forecast to 2021

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/EINPresswire.com/ -- Asia-Pacific [PUR Hot melt adhesives](#) market was valued at \$187.56 million in 2015 and is expected to reach \$290.58 million by 2020 showing a Compound Annual Growth Rate (CAGR) of 9.15% in the forecast period. North America has the largest market for PUR hot melt adhesives, followed by Europe and Asia-Pacific. Asia-Pacific region is expected to witness highest growth in the coming future owing to the increasing number of manufacturing units in the developing region such as India and China. In APAC region, China is the largest consumer of PUR hot melt adhesive products owing to greater demand from manufacturing industry.

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The Asia-Pacific PUR hot melt adhesives market has been segmented on the basis of type into non-reactive and reactive. On the basis of application, the market has been segmented into packaging, hygiene products, automotive, furniture, footwear, electronics, textile, bookbinding, and others. On the basis of geography, the market has been segmented into countries namely China, India, Japan, South Korea, Indonesia, Malaysia, Thailand, New Zealand, Taiwan and Australia.

Polyurethane reactive (PUR) hot melt has a combination of different positive attributes found in various, unique adhesives. PUR hot melt is not found in the normal form of a glue stick or bulk pellet, instead, it is melted from a solid prior to application and is commonly dispensed from a 10oz tube similar to caulking adhesive. PUR hot melt solidifies through moisture in the air to form a super strong bond that does not re-melt.

PUR glues are a recent development for perfect binding and are largely different from the EVA and SBR (styrene butadiene rubber) hot melt. They polymerize when applied so that they form much stronger bonds than the traditional hot melt. They also possess superior flexibility and can withstand a larger range of temperature. They are expensive than traditional EVA hot melt (2-4X) but application rates are much lower. Transitioning to reactive hot-melt polyurethane (PUR) offers various companies a way to stay relevant and competitive.

Growth of the market is largely driven by increasing number of production facilities in India and China. Major end user industries are growing, which in turn has spurred the growth of adhesives



and sealants. Market users for adhesives and sealants vary from construction to packaging and labeling, including automotive industry, footwear, transportation, Assembly, Consumer DIY and woodworking. Growth in the market over the next few years will be driven by growing product penetration in new application markets, product differentiation and innovations.

However, the volatility in raw material prices provides a major challenge on the global PUR hot melt adhesives market by 2020. Raw materials for adhesives are polymeric materials may be naturally occurring and synthetic. Natural polymers like starch, gelatin, asphalt, bitumen natural rubber & resin and synthetic polymers like vinyl & acrylics have witnessed a volatility in raw material costs, in recent years. Growing volatility in the prices of raw materials has increased pressure on margins of adhesives manufacturers.

There is low control on the consumption of high VOC adhesives in China and India, due to the absence of related government policies. Market players are keen to expand their product portfolio and offer it to consumers at competitive prices. The major market players are focusing on R&D activities to innovate products under the regulations of EPA and REACH. Other development strategies opted by market players include signing agreements and collaborations to optimize their distribution chain in growing economies.

Few of the companies profiled in the PUR hot melt adhesives market report include leading global industries such as 3M Corporation, Ashland Inc., Avery Dennison Corporation, Beardow & Adams (Adhesives) Ltd., Bostik Inc., Dow Corning Corporation, Evans Adhesive Corporation Ltd, H.B. Fuller, Henkel AG and Huntsman Corporation.

Key Deliverables in the Study

Market analysis for the Asia-Pacific Polyurethane Injections market, with country specific assessments and competition analysis on regional scale

Market definition along with the identification of key drivers and restraints

Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale

Extensively researched competitive landscape section with profiles of major companies along with their market shares

Identification and analysis of the macro and micro factors that affect the Asia-Pacific Polyurethane Injections market on both regional and national scales

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information

A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market

Insights on the major countries in which this industry is blooming and to also identify the regions that are still untapped.

Complete report details @ <https://www.wiseguyreports.com/reports/462179-asia-pacific-pur-hot-melt-adhesives-trends-and-forecasts-2015-2020> □

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