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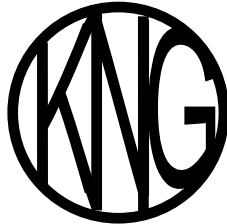
# **THE GLOBAL ADHESIVES INDUSTRY 2009-2014**

**A Multiclient Study**

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**NOW AVAILABLE**

**September, 2010**



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## A Complex Industry

Global formulated adhesive consumption in 2009 was 16.6 billion pounds valued at \$20.6 billion. Volume was down -5% from the prior year owing to the slump in the global economy. The adhesive industry is forecast to recover from the global recession with a 4.5%/yr rate of growth projected through 2014. Emerging economies are forecast to grow at a higher rate, while the mature countries in Asia-Pacific, Europe, and North America will recover at more modest rates.

As shown in Table 1, the Asia-Pacific region is the largest consumer of adhesives with its 6.7 billion pounds and \$7.0 billion representing 40% of the volume and 34% of the value in 2009. A 6.5% annual rate of growth is forecast. Regional growth offers a contrast between the rapid rates in China (9% AGR) and India (11%) with the mature markets in Japan (0%) and South Korea (1%).

Europe is the second largest consumer of adhesives with 30% of the world's pounds and 32% of the dollars in 2009. Volume was down -8% in 2009 compared to the prior year and a modest 3%/yr rate of growth is forecast as the region recovers from the recessionary low. In 2014 volume is projected to be up 15% compared to 2009 but only 6% compared to 2008. Growth will be slower in Western European countries and somewhat faster in Russia, Turkey, and other Eastern European countries.

North America was an outlet for 24% of the global adhesive pounds and 27% of the dollars in 2009. Volume was off -10% from the prior year and a 3% annual rate of growth is forecast through 2014. Adhesive volume in 2014 is projected to be up 14% compared to 2009 but only 2% when contrast with 2008. South and Central American countries took 5% of the global adhesive pounds and dollars in 2009. Brazil is the major outlet taking 58% of the volume. Volume was down -3% in 2009 compared to the prior year and a 5% annual rate of growth is forecast.

Pressure sensitive products (tapes, labels, decals, etc.) were the largest end use for adhesives representing 28% of the volume and one-quarter of the value in 2009. A 5% annual rate of growth is forecast with emerging economies faster growing. Packaging is the second largest end use with 22% of the pounds and 18% of the dollars in 2009. Construction represented 16% of the 2009 volume and 10% of the value. Volume was down -11% compared to 2008 and a 3.5% annual rate of growth is forecast. Woodworking took 11% of the adhesive volume and 8% of the dollars. A 6% annual rate of growth is forecast for woodworking. Pressure sensitive products, packaging, construction, and woodworking combined were 77% of the global adhesive pounds in 2009 and 61% of the dollars.

Water-based technology accounted for 54% of the adhesive poundage and one-third of the value in 2009. Polyvinyl acetate polymers and acrylics are by far the leaders and in 2009 they accounted for over 80% of all water-based adhesives.

Solvent-based technology was almost one-quarter of the pounds and 28% of the value in 2009. Polyurethane adhesives were the largest by volume and value, followed by polychloroprene. Hot melt technology ranked third in 2009, representing some 17% pounds. Block copolymer products were the largest type in 2009 by volume and value, followed by EVA.

100% solids adhesives were less than 5% of the volume in 2009, but 17% of the value. This anomaly is directly attributable to the volume of epoxy electronic adhesives, cyanoacrylates, and anaerobics which are included in this technology, and which are all high in cost. Polyurethanes were the largest by volume.

**Table 1**  
**GLOBAL ADHESIVES CONSUMPTION BY REGION, IN BILLIONS**

Region	2008		2009		2014		AGR 09-14
	LB	\$	LB	\$	LB	\$	
Asia-Pacific	6.6	7.1	6.7	7.0	9.1	9.8	6.5
Europe	5.4	7.3	4.9	6.7	5.7	7.9	3
North America	4.4	6.3	4.0	5.7	4.5	6.5	3
South/Central America	0.9	1.0	0.8	1.0	1.0	1.2	5
Rest-of World (ROW)	0.2	0.2	0.2	0.2	0.3	0.3	4
<b>TOTAL</b>	<b>17.5</b>	<b>21.9</b>	<b>16.6</b>	<b>20.6</b>	<b>20.6</b>	<b>25.7</b>	<b>4.5</b>

## THE STUDY

**THE GLOBAL ADHESIVES INDUSTRY** characterizes consumption for base year 2009 and provides projections to the year 2014. Consumption for the year 2008 is also provided as a point of reference. The report gives a comprehensive analysis of global adhesives consumption by region, country, application, polymer type, and technology. Growth rates, trends, recent developments, supplier structure, applications, and end users are assessed. Separate sections of the report summarize adhesive end use and polymer types.

An Executive Summary provides subscribers a concise, easy to read representation of the global adhesives industry. The Business Analysis chapter summarizes consumption by region, end use and technology and details the global adhesives industry supplier structure. A review of mergers and acquisitions is part of the Business Analysis. **THE GLOBAL ADHESIVES INDUSTRY** accurately portrays the industry in the identified regions and countries, and provides critical insights into future developments.

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## OUR QUALIFICATIONS

Kusumgar, Nerlfi & Growney is a consulting firm specializing in market research and business analysis for the polymer and chemical industries. Members of the firm possess over 80 years of experience analyzing the coating, ink, and adhesive & sealant industries. Kusumgar, Nerlfi & Growney is dedicated to providing comprehensive and accurate information and insight on technology driven markets.

The information and analyses contained in **THE GLOBAL ADHESIVES INDUSTRY** was developed by Michael Growney, Minesh Kusumgar and Steven Nerlfi. No outside contractors were employed. Our expertise has been gained from conducting over 35 multiclient and numerous proprietary studies.

## ADDITIONAL SERVICES

Kusumgar, Nerlfi & Growney's current multiclient project is **THE U.S. PAINT & COATINGS INDUSTRY, 2011-2016**. The study will analyze U.S. coating consumption by end use, technology, and polymer type. Our recently completed studies include **GLOBAL COATING & INK ADDITIVES** and **GLOBAL PAINT & COATINGS**. Interested parties are invited to contact Kusumgar, Nerlfi & Growney for brochures and additional information. Brochures can be obtained at [www.kusumgar-nerlfi-growney.com](http://www.kusumgar-nerlfi-growney.com). We welcome inquires for projects of a proprietary nature.

## SUBSCRIPTION INFORMATION

**THE GLOBAL ADHESIVES INDUSTRY** is available through subscription. The price of the study is \$11,500. Subscribers will receive 3 electronic copies (PDF) of the report. Additional copies are available upon request of the subscriber for \$750. A corporate use license is available. To subscribe, please complete and sign the contract on the following page and return to Kusumgar, Nerlfi & Growney. For additional information please call Kusumgar, Nerlfi & Growney at 201-773-0785 (FAX: 201-773-8517) or e-mail us at [nerlfikng@cs.com](mailto:nerlfikng@cs.com).

# CONTRACT FOR THE GLOBAL ADHESIVES INDUSTRY

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Please initiate our participation in **THE GLOBAL ADHESIVES INDUSTRY**. We understand our subscription entitles us to three electronic copies (PDF) of the final report.

We agree that for a period of three years from publication to:

1. Not reproduce the study, in whole or in part, by any means.
2. Restrict use of the study to our own employees.
3. Prevent the disclosure of its contents, to the best of our ability, to any other firm or person.

We understand that we may disclose the contents of this study to any firm that we own more than half of, or to a company that maintains more than a half interest in our firm. We may use or disclose any information in the study which is public knowledge, in our possession before receiving the report, or that has been obtained from third parties, but not from this study.

Kusumgar, Nerlfi & Growney will take reasonable precautions to prevent disclosure of the contents of this study, except to subscribers, for a period of three years after it is issued.

We understand the fee for **THE GLOBAL ADHESIVES INDUSTRY** is \$11,500.

Kusumgar, Nerlfi & Growney will invoice us for the full amount upon acceptance of our participation, after a countersigned copy of this contract is returned to us for our records. We will pay this invoice within thirty days.

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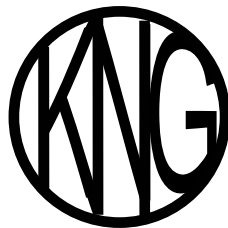
# **POLYMER AND CHEMICAL BUSINESS ANALYSIS AND MARKET RESEARCH**

## **ADDITIONAL SERVICES**

**THE GLOBAL ADHESIVES INDUSTRY** is Kusumgar, Nerlfi & Growney's eighteenth multiclient study. Studies immediately available, or scheduled for completion, include:

- **ADDITIVES, 2003-2008**, September 2004
- **RADIATION-CURED PRODUCTS, 2005-2010**, July 2006
- **THE U.S. PAINT & COATINGS INDUSTRY, 2006-2011**, September 2007
- **ASIAN COATING ADDITIVES**, May 2008
- **ASIAN PAINT & COATINGS**, September 2008
- **ASIAN ADHESIVES & SEALANTS**, March 2009
- **GLOBAL PAINT & COATINGS**, October, 2009
- **GLOBAL COATING & INK ADDITIVES**, March 2010
- **THE U.S. PAINT & COATINGS INDUSTRY**, due 2012

Interested parties should contact Kusumgar, Nerlfi & Growney for subscription information. We also welcome inquires for projects of a proprietary nature.



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