Global Super Absorbent Polymer Market Information - By Type (Polyacrylamide Copolymer, Sodium Polyacrylate, And Others), By End Use (Personal Care, Building & Construction, Agriculture, Food Packaging, And Others) And By Region - Forecast Till 2023

Synopsis of Super Absorbent Polymer Market

Super absorbent polymer is a special class of polymer which possess hydrophilic networks that can retain and absorb huge volumes of aqueous solution or water. Earlier superabsorbent was made from chemically modified starch along with cellulose and other polymers like polyvinyl alcohol (PVA) and polyethylene oxide (PEO), all of them are hydrophilic in nature and possess high affinity for liquid. Super absorbent polymer have unique cross-linked structure due to which they become water swell able but not water soluble. They find wide application scope in numerous end use industries such as food packaging, personal care, agriculture, building & construction, and others.

As per our analysis, some of the important market factors and trends identified in the global super absorbent market include technological advancement, constant urbanization, and superior growth of agriculture sector. Increasing use in agricultural activities coupled with rising demand for high quality crop production is expected to drive the growth of the market over the assessment period. Furthermore, increase in the consumption as seed coating and root dipping material due to growing awareness among farmers related to the effects of superabsorbent soil polymers on crop yield is estimated to propel the growth of the market. Increasing construction activities in the emerging economies along with the continuous expansion of construction sector is anticipated to drive the demand for these polymers. Moreover, rising usage of personal care products such as diapers and adult incontinence products in the developed and developing regions is predicted to fuel the growth of the market. Rapid growth of middle class population combined with constant industrialization has resulted in the expansion of personal care sector which in turn is expected to drive the market growth. However, high cost of raw materials is predicted to limit the adoption rate of these polymers in upcoming years.

Global Super Absorbent Polymer Market Share by End Use Industry (2016), (%)
Regional Analysis

The global super absorbent polymer market is categorized into five regions, Asia Pacific, Europe, Latin America, North America, and the Middle East & Africa. The Asia Pacific region is expected to grow with the highest CAGR during the assessment period, (2016 to 2023) owing to expansion of numerous end use industries such as building & construction and agriculture among others. The demand for super absorbent polymer is expected to surge in the various countries of Asia Pacific such as China, India, Japan, Thailand, South Korea, and Malaysia on account of approval of large scale residential, commercial, as well as industrial construction projects. Moreover, rising number of working professionals along with increasing disposable income in emerging nations is predicted to drive the market growth. Furthermore, ease of availability of raw material, inexpensive labor & land cost, and rising development strategies to fulfil the demand for super absorbent in the rising applications are the important factors for the regional market growth.

Europe emerged as the largest market for super absorbent followed by North America and Asia Pacific. North America is predicted to witness a significant growth in super absorbent polymer market due to rising awareness regarding the personal hygiene along with increasing consumption of personal care products. Countries of North America such as the U.S. and Canada are among the major contributors in the regional market growth and are expected to see a significant regional market growth due to continuous expansion of personal care sector. While in Europe, countries such as Russia, France, Italy, Germany, Spain, Poland, and U.K have emerged as prominent consumer markets due to developed end use industries and huge investment on R&D and innovation. Moreover, rising demand for packaged food among the working population is estimated to drive the market growth. Latin American countries such as Mexico, Brazil, and Colombia are also estimated to witness steady growth with the involvement of new business models. The Middle East & Africa is predicted to witness a significant growth during the review period. Heavy investment in residential as well as commercial construction sector in Qatar, Kuwait, Oman, Saudi Arabia and the United Arab Emirates (UAE) is estimated to positively influence industry growth during the assessment period. Additionally, tremendous growth in healthcare sector is observed in past few years, which in turn, offers a growth opportunities for these polymers in various countries of the Middle East & Africa.

Segmentation

The global super absorbent polymer market is categorized on the basis of type, end use, and regions. On the basis of type, the market is segmented into polyacrylamide copolymer, sodium polyacrylate, and others. On the basis of end use, the market is classified into personal care, building & construction, agriculture, food packaging, and others. Other end use includes entertainment, healthcare, and electrical. On the basis of regions, the market is classified into Asia Pacific, Europe, Latin America, North America, and the Middle East & Africa.

Key Players
Some of the prominent players operating in the super absorbent polymer market include NIPPON SHOKUBAI CO., LTD (Japan), SUMITOMO SEIKA CHEMICALS CO., LTD (Japan), Yixing Danson Technology (China), BASF SE (Germany), Formosa Plastics Corporation (Taiwan), Kao Corporation (Japan), Evonik Industries AG (Germany), LG Chem (South Korea), SONGWON (South Korea), Sanyo Chemical Industries, Ltd. (Japan) among others.

**Geographical Analysis**

The report covers brief analysis of geographical regions such as North America, Latin America, Europe, Asia Pacific, and the Middle East & Africa.

**Intended Audience**

- Super Absorbent Polymer manufacturers
- Traders and Distributors of Super Absorbent Polymer
- Production Process Industries
- Potential Investors
- Raw Material Suppliers
- Nationalized Laboratory

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