Global Styrene Acrylic Emulsion Polymer Market Information- by Application (Opacifier, Binders, Adhesives, Construction Chemicals and others), by End Use Industry (Paper & Packaging, Building & Construction, Paints & Coatings, Cosmetics & Personal Care, and others) and by Region- Forecast till 2023

Market Scenario:

Styrene Acrylic Emulsion Polymer is produced by an emulsion polymerization of styrene and different acrylate esters such as butyl acrylate, acrylic acid, etc. Styrene acrylic emulsion polymer are versatile in nature owing to its ability to perform as building blocks and high glass transition temperature. Styrene acrylic emulsion polymer are cost effective and are widely used as an opacifier in cosmetics & personal care products. They possess excellent properties such as low VOCs (volatile organic compound) emission rate, good durability, and UV resistance due to which it finds application in end use industries such as paper & packaging, building & construction, paints & coatings, cosmetics & personal care, and others.

Increasing consumer awareness regarding harmful effects of solvent based emulsion, is driving styrene acrylic emulsion polymer market growth. However, in coming years high price of raw material styrene is expected to hinder the market growth.

Increasing importance as an opacifier in cosmetics & personal care industry is anticipated to drive the styrene acrylic emulsion polymer market growth. Additionally, social and regulatory intervention in promoting the usage of eco-friendly emulsion has benefitted the demand of styrene acrylic emulsion polymer market. Escalating investments in the mining and construction industry along with expansion of industrial sector in developing regions is driving demand for styrene acrylic emulsion polymer.

Global Styrene Acrylic Emulsion Polymer Market Share, by End Use Industry (2016) (%)
The increasing use of styrene acrylic emulsion polymer in packaging material such as envelopes, tapes, and labels is further anticipated to fuel the market growth. The growth in consumption of water based emulsion has propelled the usage of styrene acrylic emulsion polymer in paints & coatings industry.

**Regional Analysis:**

The global styrene acrylic emulsion polymer market consists of five regions: Asia Pacific, Europe, Latin America, North America, and Middle East & Africa. The Asia Pacific region is expected to grow at the highest CAGR over the next six years due to increasing demand from end use industries such as paints & coatings, cosmetics & personal care, and building & construction. The demand for styrene acrylic emulsion polymer is projected to surge in developing countries such as China, India, Vietnam, Malaysia and Japan due to increasing construction activities and development in paints & coatings industry. The Middle East & Africa is expected to witness a substantial growth during the forecasted period. This is attributed to the rising development activities along with the increasing demand for VOC free paint, especially in United Arab Emirates (UAE) and Qatar is expected to drive the regional market growth.

North America is predicted to witness steady growth in the use of styrene acrylic emulsion polymer over the forecast period. The U.S. is expected to be the largest styrene acrylic emulsion polymer market in the region followed by Mexico and Canada. Latin American countries, specifically Brazil and Argentina, is also predicted to witness steady growth due to expansion of paints & coatings and paper & packaging industries. Europe is expected to be the leading market for cosmetics & personal care industry. Growing use of styrene acrylic emulsion polymer in cosmetic & personal care products is expected to boost up the market growth. Furthermore, stringent regulation imposed by European Chemicals Agency (ECHA) and European Environment Agency (EEA) on the emission rate of VOCs compel regional manufacturer to shift their focus towards production of environment friendly paints.

**Segmentation:**

The global styrene acrylic emulsion polymer market is segmented on the basis of application, end use industry and region. Based on the application, market is segmented into opacifier, binders, adhesives, construction chemicals and others. Based on the end use industry, the market is categorized into paper & packaging, building & construction, paints & coatings, cosmetics & personal care, and others. Styrene acrylic emulsion polymer are highly resistant to alkali and UV rays and show good adhesive properties, thus used as a construction chemical in building & construction sector. Regionally, this market is segmented into Asia Pacific, Europe, Latin America, North America, and Middle East & Africa.

**Key Players:**

The prominent players operating in the styrene acrylic emulsion polymer market include Celanese Corporation (U.S.), Pexi Chem Private Limited. (India), The Dow Chemical Company (U.S), H.B. Fuller (U.S.), Acquos (Australia), Xyntra Chemicals B.V. (the Netherlands), The Lubrizol Corporation (U.S.), and others

**Geographical Analysis:**

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

**Intended Audience:**

- Styrene Acrylic Emulsion Polymer manufacturers
- Traders and distributors of styrene acrylic emulsion polymer
- Production process industries
- Potential investors
- Raw material suppliers
- Nationalized laboratory
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