Redispersible Polymer Powder Market Information: By Type (Styrene Butadiene Dispersible), Application (Tiles and Flooring, Insulation System), End Use (Residential Construction), Region (North America, Europe, APAC, Latin America, Mea) - Global Forecast Till 2023

Market Synopsis

Redispersible polymer powder is a form of copolymer emulsion, which is obtained through the process of spray drying copolymer emulsions. This polymer powder is used in various applications, which includes tile adhesives, insulating systems, mortars, and others.

According to the MRFR analysis, the global redispersible polymer powder market is expected to grow significantly during the forecast period. The growing investment in residential as well as commercial infrastructure is positively contributing to the growth of the market. Therefore, the growing per capita income in the emerging economies is considered to boost the growth of the global market. Moreover, the growing use of redispersible polymer powder in the tiles and flooring industry is further expected to surge the market during the forecast period.

The tile and flooring was the leading application in 2016 and is expected to show the same trend during the forecast period. The tile and flooring segment was valued at USD 533.8 million in 2016 and is projected to expand at a CAGR of 7.24% during the review period 2017-2023. The mortars segment was the second largest market in 2016. However, the insulation system application segment is expected to grow at an expanding CAGR of over 7.28%. On the basis of the type, the acrylic redispersible polymer powder is expected to lead the global market whereas the vinyl acetate-ethylene redispersible polymer is anticipated to show the highest growth at an expanding CAGR of over 7.50%. Acrylic redispersible polymer powder is widely used in the production of grouts, joint fillers, and cementitious tile adhesives. The superior properties such as enhanced hydrolysis resistance, chemical stability, and water resistance make them ideal for aforementioned applications.

As per the MRFR analysis, the global market for redispersible polymer powder is projected to reach USD 2,378.2 million by 2023 and is anticipated to grow at CAGR 6.66% during the assessed period.

Global Redispersible Polymer Powder Market, by Application 2016 (%)

<table>
<thead>
<tr>
<th>Application</th>
<th>2016 Value (USD)</th>
<th>CAGR 2017-2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tile and Flooring</td>
<td>533.8 million</td>
<td>7.24%</td>
</tr>
<tr>
<td>Mortars</td>
<td></td>
<td>7.28%</td>
</tr>
<tr>
<td>Insulation System</td>
<td></td>
<td>7.50%</td>
</tr>
</tbody>
</table>

Global Redispersible Polymer Powder Market, 2017-2023 (USD)
Key Players.

Some of the key players operating in the global redispersible polymer powder market are Wacker Chemie AG (Germany), The Dow Chemicals Company (U.S.), Acquos (Australia), Akzo Nobel N.V. (Netherlands), Ashland Global Holding (U.S.), Hexion Inc (U.S.), Synthomer Plc (U.K), Bosson Union Tech (China), BASF SE (Germany), Puyang Yintai Industrial (China), Benson Polymers Limited (India), Dairen Chemical Corporation (Taiwan), Organic Kimya (Turkey), and Divnova Specialities (India).

Regional Analysis

The global redispersible polymer powder market has been spanned across five major regions including North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. Asia Pacific was the largest region in terms of market share (2016) and is projected to grow at a CAGR of 7.59% during the forecast period. China was leading regional market by accounting for a market volume of 80.88 kilotons in 2016. As per our analysis, the growing investment in the residential and commercial sector is the key factor driving the growth of the market in this region. Moreover, the growing foreign direct investment coupled with rapid urbanization are other factors fuelling the growth of the Asia Pacific region. Japan is expected to be the second largest market and is projected to exhibit a CAGR of over 6% during the review period 2017-2023. The European redispersible polymer powder market is estimated to be the second largest market with a market value of over USD $ 381 million and is expected to expand at a CAGR of 5.99%. Germany and Italy are majorly contributing to this growth whereas Poland is anticipated to grow at the highest CAGR. The increasing inclination towards green building along with the recovering construction industry is the major factor contributing to the growth of the European market. Moreover, the growing tile adhesive market in the region is further fuelling the market demand.

Market Segmentation

The redispersible polymer powder market is fragmented on the basis of type, application, end-use industry, and region. On the basis of the type, the market is segmented into acrylic redispersible polymer powder, vinyl acetate-ethylene redispersible polymer powder, veova redispersible polymer powder, styrene butadiene redispersible polymer powder, and others. The market on the basis of the application is segmented into tiling & flooring, plastering, mortars, insulation systems, and others. On the basis of the end-use industry, the market is further segregated into residential construction, nonresidential construction, and industrial construction. On the basis of the region, the global market has been spanned across North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa.

Geographic Analysis

The report covers brief analysis of geographical region such as:

- North America
- U.S.
Key Findings

- Global Redispersible polymer powder market is projected to reach USD 2,378.2 million by 2023 at a CAGR of 6.66%.
- Europe emerged as the second largest market and has acquired 25% of the global share, expanding at dynamic CAGR of 5.99%.
- As per the analysis, the China was the most promising country-level market and has generated the market share of 80.88 kilo tons in 2016.
- On the basis of the application, tile and flooring dominated the global market in 2016, with significant market shares and insulation system is set to expand at the highest CAGR.
- Asia Pacific to be the highly focused market for key industry participant over the assessment years. Increasing industrial investment, industrial automation and industrial expansion have increased the importance of this region among the industry players.

Intended Audience

- Redispersible Polymer Powder manufacturers
- Traders and distributors of Magnesium oxide manufacturers
- Production process industries
- Potential investors
- Raw material suppliers

The report about Global redispersible polymer powder manufacturers by Market Research Future comprises of extensive primary research along with detail analysis of qualitative as well as quantitative aspects by various industry experts and key opinion leaders to gain a deeper insight of the market and industry performance. The report gives a clear picture of the current market scenario which includes past and estimated future market size in terms of value and volume, technological advancement, macroeconomic and governing factors in the market. The report further provides detail information about strategies used by top key players in the industry. It also gives a broad study of different market segments and regions.
**GLOBAL REDISPERISIBLE POLYMER POWDER MARKET**

Global redisperisible polymer powder market was valued at USD 1.7 billion in 2018 and is expected to grow at a CAGR of 6.6% during the forecast period 2019–2025.

**BY TYPE**
- Acrylic Redisperisible Polymer Powder
- Vinyl Acetate Ethylene Redisperisible Polymer Powder
- VAE-VeoVa Redisperisible Polymer Powder
- Styrene Butadiene Redisperisible Polymer Powder
- Others

**BY END-USE INDUSTRY**
- Residential Construction
- Commercial Construction
- Industrial Construction

**BY APPLICATION**
- Tiling & Flooring
- Plastering
- Mortars
- Insulation System
- Others

**Global Redisperensible Polymer Powder Market Share, by Region, 2018**

**DRIVERS:**
- Boom in residential construction activity
- Increasing non-residential construction activity
- Growing Tile Market

**RESTRAINT:**
- Volatility of raw material prices & challenges in spray drying

**KEY PLAYERS:**
- WACKER CHEMIE AG
- Dow
- Akzo Nobel N.V
- Ashland Global holding
- Hexion Inc
- Synthomer Plc
- Bosson Union Tech
- BASF SE
- Benson Polymers Limited

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