Vinyl Acetate Monomer Market Research Report – Forecast to 2023

Report / Search Code: MRFR/CnM/4776-HCR  Publish Date: February, 2020

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Description:

Global Vinyl Acetate Monomer Market: Information by Application (Polyvinyl Alcohol, Polyvinyl Acetate, Ethylene Vinyl Acetate, and Others), End-Use Industry (Packaging, Construction, Textile, Adhesives, and Others), and Region—Forecast till 2023

Market Overview

Vinyl acetate monomer (VAM) is also known as acetic acid ethenyl ester, acetic acid ethylene ether, acetoxyethene, 1-acetoxyethylene, ethenyl ethanoate, ethenyl acetate, and acetic acid vinyl ester. VAM is produced when ethylene and acetic acid react with oxygen in the presence of a palladium catalyst. VAM is widely used in the manufacturing of other chemicals such as polyvinyl alcohol, polyvinyl acetate, ethylene vinyl acetate, vinyl acetate ethylene, ethylene vinyl alcohol, vinyl chloride-vinyl acetate copolymers, and others. The product finds application in adhesives, paints and coatings, laminated automotive and commercial building glass, textiles, packaging, and others.

The growth of the global vinyl acetate monomer market is driven by the rapidly growing packaging industry across the globe. The increasing demand for packaged beverages and food products owing to convenience and improved product shelf is expected to propel market growth. With the introduction of multiple-layer barrier packaging technology, demand for the product is rising in the packaging industry.

VAM consumption is increasing in the construction industry on account of rising residential and commercial infrastructure activities in both developed and developing regions. The increasing demand for adhesives and paints and coatings from major end-use industries such as automotive, construction, and packaging is also propelling market growth.

Some of the growth strategies adopted by the key players in the vinyl acetate monomer market include expansions, acquisitions, and new product launches. For instance, in 2017, Celanese Corporation, a US-based global technology and specialty materials company, expanded its production capacity of VAM in Clear Lake, Texas.

Global Vinyl Acetate Monomer Market Share, by End-Use Industry, 2017 (%)
Regional Analysis

Asia-Pacific accounted for the largest share of the vinyl acetate monomer market in 2017; the regional market is expected to continue its dominance during the forecast period due to the rapidly growing packaging industry with the increasing demand for packaged beverages and food products. Additionally, rising residential construction activities in developing nations such as India, China, and Thailand, coupled a growing population base and rising disposable incomes of consumers, is driving market growth.

North America is another prominent region for the vinyl acetate monomer market on account of the rising demand for adhesives and coatings from major end-use industries such as automotive and construction. The reviving automotive industry with increasing automobile production is expected to offer lucrative growth opportunities for players in the vinyl acetate monomer market in the coming years.

Europe is also a major vinyl acetate monomer market with the increasing use of biodegradable plastic in the packaging industry due to the ban imposed by the European Union on landfill as of 2016.

The Latin American vinyl acetate monomer market is witnessing considerable growth with the rising demand for packaged beverages and food products due to the need for convenience and high per capita income of consumers.

The market in the Middle East & Africa is likely to exhibit considerable growth during the review period on account of the rapidly growing industrial base in the region.

Segmentation

The global vinyl acetate monomer market has been segmented by application, end-use industry, and region.

Based on application, the market has been segmented into polyvinyl acetate (PVA), polyvinyl alcohol (PVOH), ethylene vinyl acetate (EVA), vinyl acetate ethylene (VAE), ethylene vinyl alcohol (EVOH), vinyl chloride-vinyl acetate copolymers, polyvinyl formal, and others.

Based on end-use industry, the market has been segregated into packaging, construction, textile, adhesives, paints and coatings, automotive, cosmetics and personal care, and others.

Based on region, the vinyl acetate monomer market has been segmented into North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa.

Key Players

Some of the key players in the global vinyl acetate monomer market are DowDuPont (US), Wacker Chemie AG (Germany), Celanese Corporation (US) KURARAY CO., LTD (Japan), Solventis (UK), Sipchem (Saudi Arabia), Innospec (US), Exxon Mobil Corporation (US), Sinopec, China Petrochemical Corporation (China), Arkema (France), and LyondellBasell Industries N.V. (Netherlands).

Intended Audience

- Vinyl acetate monomer manufacturers
- Traders and distributors of vinyl acetate monomer
- Research and development institutes
- Potential investors
- Raw material suppliers
- Nationalized laboratories

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