

# Synthetic Latex Polymers: Customer Satisfaction Analysis

**Base Year: 2019**

**Published:  
Q1 2020**

**1<sup>st</sup> edition**

**Regional Coverage:**

Synthetic latex polymers suppliers are looking to identify and close gaps in the market to gain market share. However, gaps are not always clear, resulting in unsuccessful marketing efforts. Further, there are some hidden key success factors for supplier selection. This report aims to identify the gaps in market offerings and key success factors for synthetic latex polymer suppliers.

- Asia
- North America
- Europe
- South America

## SCOPE

- › Key factors of a customer's choice for the selection of a synthetic latex polymer supplier by region and application
- › Identification of best-in-class suppliers by different polymers, regions, and applications
- › Strengths and weaknesses of different suppliers according to synthetic latex polymer buyers
- › Need gap analysis to identify the gaps in the industry's market offerings
- › Identification of key hidden success factors for suppliers to succeed in this market

**Identification of key factors  
for choosing a supplier**

# TABLE OF CONTENTS

## Introduction

### Executive Summary

An overview of key findings

### Product Summary

- Importance of different factors for choosing a supplier
- Need gap analysis, identifying the gaps between customer expectations and supplier performance on various factors
- Identification of best-in-class suppliers
  - Relative performance of suppliers
  - Identification of strengths and weaknesses of various suppliers
- Identification of key hidden success factors

## Regional Summary

- Importance of different factors for choosing a supplier in a region
- Need gap analysis, identifying the gaps between customer expectations and supplier performance on various factors in a region
- Identification of best-in-class suppliers in a region
  - Relative performance of suppliers
  - Identification of strengths and weaknesses of various suppliers
- Identification of key hidden success factors in a region

Product Scope	
Product Groups	Products
Acrylics	Styrene acrylics, pure acrylics, and vinyl acrylics
Styrene butadiene latex	X-SB, AB-nitrile, HS-SB, and VP latex
Polyvinyl acetate	Polyvinyl acetate
VA copolymers	Vinyl-acetate ethylene and vinyl acetate-versatic vinylester copolymer
NOTE: The study's focus will be on broader product groups, such as acrylics, SB latex, etc., rather than individual products within each product group	

Application Scope	
Adhesives and sealants	Paints and coatings
Construction	Paper
Nonwovens	All other



## REPORT BENEFITS

This report will help subscribers to identify opportunities within the global synthetic latex polymers market. It will also serve as an invaluable tool in the strategic planning process. Specifically, the report will assist subscribers by helping them to:

Identify and understand unfulfilled customer requirements

Design product development, marketing, and sales strategies

Identify best-in-class suppliers and understand reasons for their success

## METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

### A Full Spectrum of Services



Custom  
Research



Market Research  
Reports



Management  
Consulting

## KLING CREDENTIALS

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 60 years.

### Americas

+1-973-435-3407

### Brazil

+55-11-3079-0792

### China

+86-21 6012-6500

### Dubai

+971-4-214-9892

### Europe

+32-2-770-4740

### India

+91-124-4546-100

### Japan

+81-3-3242-6277