



5th Edition

Global Wax Industry: Market Analysis and Opportunities

Published December 2017

Base Year: 2017

Forecasts to 2022

Regional Coverage: Asia-Pacific ■ Europe ■ North America ■ Latin America ■ Africa and the Middle East

The wax industry faces a future of changing wax supply sources. The shift away from petroleum waxes towards synthetic and vegetable waxes, which started in the past decade, continues to gain momentum. Demand for conventional mainstream wax applications, such as candles, has slowed down. Relatively newer rheology and surface applications have stepped up as the fastest growing demand area. The ability of new and growing applications to adapt to non-petroleum wax types will now set the stage for future wax supply and demand balance. As a result of this market situation, it has become inevitable for wax producers and sellers to prepare and adapt their businesses to changes in wax supply and demand composition.

This Report Helps Subscribers to:

- Analyze current and projected wax supply and demand by key regions
- Evaluate key wax types in terms of their current supply and demand, as well as future supply-demand balance
- Evaluate global wax trade flows
- Understand wax pricing and substitution trends
- Evaluate market opportunities and challenges



Report Contents

Introduction

Executive Summary

- An overview of key findings

Wax Industry Overview

- Wax types, properties, and grades
- Wax applications
- Wax application by source of wax

Global Wax Trade Analysis

- Petroleum wax trade
- Synthetic wax trade
- Animal and vegetable wax trade

Wax Pricing Analysis

- Historical wax pricing trends
- Current wax pricing by wax type
- Pricing by applications
- Pricing forecast

Profile of Regional Markets

Detailed regional profiles focusing on key markets in each region (covering Asia-Pacific, Europe, North America, and Latin America) are provided, covering the following information:

- Wax supply
- Wax demand
- Wax supply-demand balance and trade
- Wax pricing and inter-material competition
- Market outlook, opportunities, and threats

Profile of Specialty Waxes

Detailed wax market profiles (covering vegetable, F-T, polyolefin waxes, and alpha olefin waxes) are provided, covering the following information:

- Wax supply
- Wax applications and demand
- Wax pricing
- Wax trade
- Wax supply-demand outlook
- Wax market opportunities and threats



Scope

Global Wax Industry: Market Analysis and Opportunities provides a detailed independent appraisal of this complex market and explore market opportunities and challenges for manufacturers and marketers of wax worldwide. Key insights provided in the report include the following:

- Global and regional wax supply by type
- Global and regional wax demand by application type
- Profiles of leading wax types
- Analysis of global wax trade
- Analysis of wax pricing, inter-material competition, and wax pricing forecast
- Analysis of market trends, growth drivers, and restraints
- Evaluation of market opportunities and challenges

Key Benefits

This report assists wax producers, blenders, marketers, and other market participants in identifying opportunities and challenges within the industry. It also serves as an invaluable tool in the strategic planning process. Specifically, the report helps subscribers:

- Identifying wax types or wax characteristics with high future growth potential
- Develop business strategies by understanding the trends and developments that are driving the global wax market
- Understand demand, supply, technology, substitution, and other trends and their impact on the wax industry
- Design and develop products and marketing strategies for key end-use industries by assessing unmet needs
- Identify end-use markets and applications with high potential for growth and the challenges and barriers for catering these opportunities
- Evaluate key market opportunities and challenges facing the business



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 50-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.

Primary Research

We Know Who to Talk to. We Know What to Ask. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations
- End-users

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline 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 50 years.

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+91-124-4546-100

Japan
+81-3-3242-6277