



Synthetic Latex Polymers:

Southeast Asia Market Analysis and Opportunities

Published October 2014

Base Year: 2014

Forecasts to 2019

Regional Coverage: ■ Southeast Asia

Complementing our global series of regional business analyses, which includes Europe, the United States, Brazil, China, India, and the Middle East, this report focuses on the Southeast Asian market and is designed to assist suppliers of synthetic latex polymers to understand the key dynamics operating within each product segment and end-use application.

This Report Will Help Subscribers to:

- What is the consumption in both volume and value of synthetic latex polymer by product type and application?
- What are the average prices of selected synthetic latex polymers by application?
- What are the trends within each of the applications?
- What product substitution is occurring, if any, within the different applications?
- Who are the leading suppliers of synthetic latex polymers in the region by product type and application?
- What is the outlook for selected synthetic latex polymers?
- What is the growth potential for synthetic latex polymers, and what is driving growth?



Report Contents

Introduction

Executive Summary

- An overview of the study findings from each chapter of the report

Regional Analysis

- An overview of the key local markets in the region

Product Analysis

- For each of the products included in the analysis (see Table 2):
 - Introduction
 - Grades and prices
 - Applications
 - Levels of use
 - Competing materials
 - Estimated consumption volume/value by application
 - Suppliers
 - Channels of distribution
 - Appraisal and outlook

End-use Analysis (all end-use applications covered are reported in Table 3)

- Market overview
 - Market sizing, key trends, key players
- Product overview
 - Grades and prices
 - Levels of use
 - Regulatory overview

- Market sizing
 - Estimated consumption volume/value by product type
- Competitive landscape
 - Industry structure
 - Supplier market share
 - Porter’s Five Forces
 - Major customers
- Appraisal and outlook
 - Growth drivers and constraints

Supplier Landscape

Supplier Profiles

Detailed profiles of the 10 leading and niche local manufacturers of synthetic latex polymers are provided, including the following information:

- Overview
- Latex sales
- Grades
- Capacities
- Raw materials
- Sales and marketing
- Technical capabilities





Table 1: Countries Included in the Scope of this Report

Brunei
Cambodia
East Timor
Indonesia
Laos
Malaysia
Myanmar
Philippines
Singapore
Thailand
Vietnam

Table 2: Products Covered

Acrylics	Pure acrylics
	Styrene acrylics
	Vinyl acrylics
Polyvinyl acetate (PVAc)	
Polyurethane	
Redispersible powders	
Styrene-butadiene	Carboxylated SB (X-SB)
	High-solid SB (HS-SB)
	Acrylonitrile butadiene (AB)
Vinyl acetate copolymers	
Vinyl acetate ethylene	
Minor products	

Table 3: End-use Applications Covered

Adhesives and sealants
Carpet
Construction
Glove dipping
Nonwovens
Paints and coatings
Paper
Printing inks and overprint varnishes
Textiles
Tires
Other minor applications



Scope

Synthetic Latex Polymers: Southeast Asia Market Analysis and Opportunities provides a detailed independent appraisal of the market including current and forecast demand by major product and end-use industry, product grades and prices, applications, distribution channels, supplier sales, and technical and market trends. This edition includes access to an online database, which contains:

- Consumption of key synthetic latex polymers by application
- Supplier sales by polymer type and by application
- Average market pricing
- Forecast consumption of synthetic latex polymers within a five-year timeframe

Key Benefits

This report series assists latex polymer producers and monomer suppliers in understanding the evolution of the market by each product group and application, thus enabling subscribers to exploit identified business opportunities. The report series provides subscribers with:

- An independent assessment of the synthetic latex polymers market enabling each subscriber to understand the context in which each regional business operates
- Identification of key growth by polymer type, application and geography to enable development of targeted sales and marketing strategies to exploit high growth areas
- An appraisal of market trends, supply and demand drivers enabling subscribers to position their polymers to maximize trends within the market
- Competitive intelligence for use in benchmarking
- Forecasting scenarios from which to base solid strategic business plans

The database features the Future View forecasting tool, which allows users to easily change variables to run various “what if” demand scenarios that will help shape business strategy development.



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 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

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 procurement and assessment, 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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