

## Global Pressure Sensitive Adhesives (PSA) Market – Technologies, Chemistries and Applications

*“The report reviews, analyzes and projects the Pressure Sensitive Adhesives (PSAs) market for global and the regional markets for the period 2016-2025, in terms of volume (metric tons) as well as value (USD). Pressure sensitive adhesive technologies analyzed in this study include solvent-based, water-based, hot-melts and radiation (UV/EB) cured. The report explores the pressure sensitive adhesives market with respect to adhesive chemistries segmented into acrylic, rubber, silicone and others. The study also analyzes the pressure sensitive adhesives market by application – tapes, labels, graphics, medical and others.”*

Published: May 2019

Report Code: CP067

Pages: 356

Charts: 154

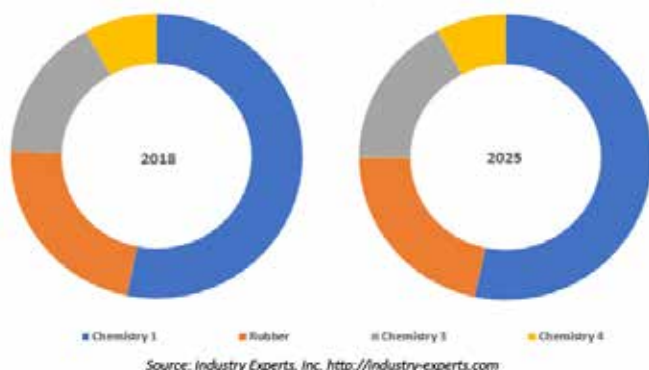
Price: \$4500 Single User License, \$7200 Enterprise License

### Report Synopsis

Pressure Sensitive Adhesive (PSA) is a viscous material that remains permanently tacky and bonds two surfaces together by applying slight pressure. No solvent, water, or heat is required to activate the adhesive. Pressure sensitive adhesives (PSAs) have been accepted across wide variety of industries and applications due to their ability to generate an instantaneous bond using light pressure.

Water-based adhesives are the leading segment in the global PSA market at 1.6 million metric tons in 2019, which is forecast to register a CAGR of 5% during 2019 to 2025 analysis period to reach 2.1 million metric tons by 2025. Asia-Pacific is the largest region for the global pressure sensitive adhesives market estimated at 1.6 million metric tons in 2019 and the region is also forecast to lead the growth of global PSA market at a 2019 to 2025 CAGR of 6.1%.

Global Pressure Sensitive Adhesives Market by Adhesive Chemistry 2018-2025



### Research Findings & Coverage

- The global PSA market is analyzed in this study with respect to Adhesive Technology, Adhesive Chemistry and major application
- In depth analysis has been done for above mentioned technologies, chemistries and applications of PSAs in each major region/country globally for the analysis period
- Numerous Packaging Applications Supported with Pressure-Sensitive Adhesives

- Wearable Medical Devices Gain the Benefit of Silicone PSAs
- Successful PSAs Balance Chemistry with Application
- Impressive Growth Being Witnessed in Demand for Bio-Based Adhesives
- Key business trends focusing on product innovations/developments, M&As, JVs and other recent industry developments
- Major companies profiled – 78
- The industry guide includes the contact details for 442 companies

### Product Outline

The report analyzes the market for the key PSA technologies including:

- Solvent-Based
- Water-Based
- Hot-Melts
- Radiation Cured

This study explores the market for following prominent adhesive chemistries:

- Acrylic
- Rubber
- Silicone
- Others

Application Areas of PSAs analyzed comprise the following:

- Tapes
- Labels
- Graphics
- Medical
- Others

### Analysis Period, Units and Growth Rates

- The report reviews, analyzes and projects the global Pressure Sensitive Adhesives market for the period 2016-2025 in terms of market volume in Metric Tons and value in US\$ and the compound annual growth rates (CAGRs) projected from 2019 through 2025

### Geographic Coverage

- **North America** (The United States, Canada and Mexico)
- **Europe** (France, Germany, Italy, Spain, Russia, The United Kingdom and Rest of Europe)
- **Asia-Pacific** (China, India, Japan, South Korea and Rest of Asia-Pacific)
- **South America** (Argentina, Brazil and Rest of South America)
- **Rest of World** (Middle-East, Africa, and CIS countries excluding Russia)

## SAMPLE COMPANY PROFILE

### ASHLAND GLOBAL HOLDINGS INC. (UNITED STATES)

50 E. RiverCenter Boulevard, Covington, Kentucky 41011  
Phone: (859) 815-3333  
Website: www.ashland.com

#### Business Overview

Ashland Global Holdings Inc. is a global leading specialty chemicals company offering wide range of products for industries such as building and construction, corrosion resistance, energy, food and beverage, health, wellness & nutraceuticals, medical, packaging printing and graphics, paints and coatings, personal and home care, pharmaceutical, transportation, recreational vehicles, and marine. Ashland operates through its 3 business segments - Specialty Ingredients, Composites and Intermediates and Solvents. Ashland employs approximately 6,000 people across more than 100 countries.

#### Business Segments

Segment	Products
Specialty Ingredients	offers natural, synthetic and semisynthetic polymers derived from cellulose ethers, vinyl pyrrolidones, acrylic polymers, polyester and polyurethane-based adhesives, and plant and seed extract for customers such as pharmaceutical companies; makers of personal care products, food and beverages; makers of nutraceuticals and supplements; manufacturers of paint, coatings and construction materials; packaging and converting; and oilfield service companies.
Composites	manufactures and sells a broad range of general-purpose and high-performance grades of unsaturated polyester and vinyl ester resins, gelcoats and low-profile additives for the reinforced plastics industry. In addition, the business manufactures and sells molten maleic anhydride for the manufacture of a variety of products such as unsaturated polyester resins, copolymers, lubricating oil additives, alkenyl succinic anhydrides, malic acid, fumaric acid and numerous derivative chemicals.
Intermediates and Solvents	is a leading producer of 1,4 butanediol (BDO) and related derivatives, including tetrahydrofuran and n-methylpyrrolidone, used as chemical intermediates in the production of engineering polymers and polyurethanes, and as specialty process solvents in a wide array of applications including electronics, pharmaceuticals, water filtration membranes and more.

Ashland manufactures and markets specialty coatings and adhesive solutions for use across multiple industries such as packaging, converting, building & construction, and transportation markets. Ashland's adhesives and coating technologies consists of acrylic polymers for pressure-sensitive adhesives; urethane adhesive for flexible packaging applications; aqueous and radiation-curable adhesives and specialty coatings for printing and converting applications; emulsion polymer isocyanate adhesives for structural wood bonding; elastomeric polymer adhesives for commercial roofing applications; acrylic, polyurethane and epoxy structural adhesives for bonding fiberglass reinforced plastics, composites, thermoplastics and metals in automotive, marine, recreational and industrial applications; specialty phenolic resins for paper impregnation and friction material bonding.

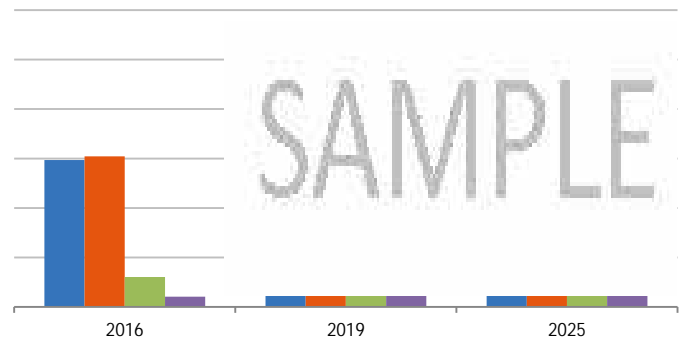
.....more

## SAMPLE TABLE/CHART

Glance at 2019 Global Pressure Sensitive Adhesives Volume Market Share (%) by Geographic Region – North America, Europe, Asia-Pacific, South America and Rest of World



Asia-Pacific Pressure Sensitive Adhesives Market Analysis (2016-2025) by Adhesive Technology – Solvent-based, Water-based, Hot Melts and Radiation Cured in Thousand Metric Tons



## KEY PLAYERS PROFILED

- 3M Company
- Ashland Global Holdings Inc.
- Avery Dennison Corporation
- BASF SE
- Bostik SA, an Arkema Company
- DIC Corporation
- Franklin International
- H.B. Fuller Company
- Henkel AG & Co. KGaA
- ICHEMCO s.r.l.
- Jowat SE
- KCC Corporation
- LG Chem Ltd.
- Momentive Performance Materials Inc.
- OMNOVA Solutions Inc.
- Organik Kimya San. ve Tic. A.S.
- Pidilite Industries Limited
- Shin-Etsu Chemical Co., Ltd. Silicone Division
- Sika AG
- Synthomer plc
- The Dow Chemical Company
- Toyochem Co., Ltd.

.....more

## TABLE OF CONTENTS

### PART A: GLOBAL MARKET PERSPECTIVE ..... 1

#### 1. INTRODUCTION ..... 1

##### 1.1 Product Outline..... 4

##### 1.1.1 Pressure Sensitive Adhesives ..... 4

##### 1.1.1.1 Types of Pressure Sensitive Adhesives based on Technology ..... 4

##### 1.1.1.1.1 Solvent Based Pressure Sensitive Adhesives..... 4

##### 1.1.1.1.2 Water Based Pressure Sensitive Adhesives..... 5

##### 1.1.1.1.2.1 Water Based Solution Adhesives ..... 6

##### 1.1.1.1.2.2 Water Based Polymer Dispersions/Emulsions..... 6

##### 1.1.1.1.3 Hot Melt Pressure Sensitive Adhesives..... 7

##### 1.1.1.1.4 Radiation Cured Pressure Sensitive Adhesives..... 8

##### 1.1.1.2 Types of Pressure Sensitive Adhesives based on Chemistry ..... 9

##### 1.1.1.2.1 Rubber Based Pressure Sensitive Adhesives... 11

##### 1.1.1.2.1.1 Natural Rubber Based ..... 11

##### 1.1.1.2.1.2 Styrene-Butadiene Rubber Based ..... 12

##### 1.1.1.2.1.3 Styrenic Block Copolymer Based ..... 12

##### 1.1.1.2.2 Acrylic Based Pressure Sensitive Adhesives .... 12

##### 1.1.1.2.3 Silicone Based Pressure Sensitive Adhesives... 13

##### 1.1.1.2.4 Other Pressure Sensitive Adhesives ..... 13

##### 1.1.1.3 Pressure Sensitive Adhesive Constructions... 14

##### 1.1.1.4 Pressure Sensitive Adhesives Applications... 15

##### 1.1.1.4.1 Tapes ..... 15

##### 1.1.1.4.2 Labels ..... 18

##### 1.1.1.4.3 Graphic Films/Sheets ..... 20

##### 1.1.1.4.4 Medical Applications..... 21

##### 1.1.1.4.5 Other Applications ..... 23

#### 2. KEY MARKET TRENDS ..... 24

##### 2.1 Numerous Packaging Applications Supported with Pressure-Sensitive Adhesives..... 24

##### 2.2 High-Temperature Performance Offered by New Waterborne Acrylic PSA Technology..... 25

##### 2.3 Wearable Medical Devices Gain the Benefit of Silicone PSAs..... 27

##### 2.4 Successful PSAs Balance Chemistry with Application..... 28

##### 2.5 Radiation-Curable Pressure Sensitive Adhesives Show Promise as Innovative Solutions ..... 30

##### 2.6 Impressive Growth Being Witnessed in Demand for Bio-Based Adhesives ..... 31

##### Bio-Based Adhesives being targeted by Adhesive Manufacturers ..... 33

##### 2.7 Material Engineering Advancements Lead to Adhesives Replacing Mechanical Fasteners..... 33

##### 2.8 An Inseparable Bond Develops between Electric Vehicles and Adhesives..... 35

##### 2.9 Structures Based on Kirigami Create Highly Adjustable Adhesives..... 35

##### 2.10 An Adhesive Inspired by Geckos Offers Robust Bond and Damage-Free, Clean Removal Properties 36

#### 3. KEY GLOBAL PLAYERS ..... 37

##### 3M Company (United States) ..... 37

##### Ashland Global Holdings Inc. (United States)..... 39

##### Avery Dennison Corporation (United States)..... 41

##### BASF SE (Germany)..... 44

##### Bostik SA, an Arkema Company (France) ..... 47

##### DIC Corporation (Japan) ..... 50

##### Franklin International (United States) ..... 52

##### H.B. Fuller Company (United States) ..... 54

##### Henkel AG & Co. KGaA (Germany)..... 58

##### ICHEMCO s.r.l. (Italy) ..... 61

##### Jowat SE (Germany) ..... 64

##### KCC Corporation (South Korea) ..... 65

##### LG Chem Ltd. (South Korea) ..... 66

##### Momentive Performance Materials Inc. (United States) . 67

##### OMNOVA Solutions Inc. (United States)..... 68

##### Organik Kimya San. ve Tic. A.S. (Turkey) ..... 69

##### Pidilite Industries Limited (India) ..... 71

##### Shin-Etsu Chemical Co., Ltd. Silicone Division (Japan) .... 72

##### Sika AG (Switzerland) ..... 74

##### Synthomer plc (United Kingdom) ..... 75

##### The Dow Chemical Company (United States) ..... 77

##### Toyochem Co., Ltd. (Japan) ..... 80

#### 4. KEY BUSINESS AND PRODUCT TRENDS ..... 82

##### 3M Company Launches Extended Wear Medical Transfer Adhesive ..... 82

##### Dow Medical Solutions Unveils New Skin Adhesive MG 7-1020 ..... 82

##### Ashland Selects Beijersbergen & Partners BV as PSA Distributor in Europe Region..... 82

##### H.B. Fuller Showcases New Pressure Sensitive Adhesive Products at ICE Europe 2019 Exhibition ..... 83

##### Ashland Develops New Medical Pressure Sensitive Adhesive - Aroset™ Gentle 700 ..... 83

##### Akron Ascent Innovations, LLC Launches New Dry Adhesive Technology ..... 83

##### Meridian Adhesives Group Acquires Evans Adhesive Corporation..... 84

##### OMNOVA Solutions, Inc Enters Distribution Agreement with Maroon Group ..... 84

##### Dow Silicones Introduces DOW CORNING™ MG7-1020 Soft Skin Adhesive..... 85

##### H.B. Fuller Showcases its Swift® Melt 1908 PSA at Labelexpo India 2018 ..... 85

##### Synthomer Plc Showcases its Emulsion Acrylic Pressure Sensitive Adhesives at Munich Adhesives & Finishing Symposium Event in Germany ..... 85

##### H.B. Fuller Showcases Lunamelt™ PS 4015 PSA at Labelexpo India 2018 ..... 86

##### The Dow Chemical Expands its Silicones Business Portfolio..... 86

##### Henkel AG & Co, KGaA Introduces Hydrocolloid Hotmelt Pressure Sensitive Adhesive..... 86

##### KCC, Wonik, SJL Partners Acquire Stake in Momentive Performance Materials, Inc. .... 87

##### Shin-Etsu Chemical Co., Ltd Invests Heavily in Silicone Business ..... 87

##### Ashland Unveils Aroset 2100 PSA for Tape and Label Applications ..... 87

##### Jowat SE Establish a New Subsidiary in Thailand..... 88

##### The Dow Chemical Company Launches ROBOND™ PS-7735 Acrylic PSA ..... 88

##### Pidilite and Jowat Enter into Collaboration on Adhesives Portfolio ..... 88

##### Bostik Starts New Adhesive Facility in Gujarat, India ..... 89

##### H.B. Fuller Acquires Adecol Ind. Quimica, Limitada..... 89

##### H.B. Fuller Acquires Royal Adhesives and Sealants ..... 89

##### Jowat SE Expands in Vietnam..... 90

##### Shin-Etsu Chemical Co., Ltd. Expands its Silicones Manufacturing Capacity in the U.S..... 90

##### Ashland Launches Aroset 2554 and Aroset 2555 Emulsion Pressure Sensitive Adhesives ..... 90

##### The Dow Chemical Company Enters Agreement for Coatings and Silicones Investments in Saudi Arabia..... 91

##### OMNOVA Selects McCullough & Associates as Specialty Chemical Distributor ..... 91

##### H.B. Fuller Invests in India ..... 91

##### H.B. Fuller Acquires Wisdom Worldwide Adhesives..... 92

##### Bostik Unveils Three New Packaging Adhesive Innovations at PACK EXPO in Chicago..... 92

##### BASF Expands its Laromer® UV/EB acrylates Production Capacity in Europe ..... 92

##### Royal Adhesives & Sealants LLC Acquire Bacon Adhesives LLC ..... 93

##### Ashland Inc Develops New Aroset™ PS 6449 Adhesive ... 93

##### Synthomer Plc Acquires HEXION PAC ..... 93

##### Toyochem Co., Ltd Acquires Solvent-based Acrylic Pressure Sensitive Adhesive Technology Rights from Rohm and Haas Chemicals LLC ..... 93

##### Bostik Invests in Mexico ..... 94

##### Bostik Starts New Hot Melt Pressure Sensitive Adhesives (HMPSA) Production Facility in Bengaluru, India ..... 94

##### Henkel Acquires Novamelt GmbH ..... 94

### 5. GLOBAL MARKET OVERVIEW ..... 95

#### 5.1 Global Pressure Sensitive Adhesives (PSA) Market Overview by Adhesive Technology ..... 96

##### 5.1.1 Global Pressure Sensitive Adhesives (PSA) Technology Market Overview by Geographic Region... 100

##### 5.1.1.1 Solvent-based Pressure Sensitive Adhesives..... 100

##### 5.1.1.2 Water-based Pressure Sensitive Adhesives..... 104

##### 5.1.1.3 Hot-Melt Pressure Sensitive Adhesives..... 108

##### 5.1.1.4 Radiation (UV/EB) Cured Pressure Sensitive Adhesives. 112

#### 5.2 Global Pressure Sensitive Adhesives (PSA) Market Overview by Adhesive Chemistry ..... 116

##### 5.2.1 Global Pressure Sensitive Adhesives (PSA) Chemistry Market Overview by Geographic Region .... 120

##### 5.2.1.1 Acrylic-based Pressure Sensitive Adhesives..... 120

##### 5.2.1.2 Rubber-based Pressure Sensitive Adhesives..... 124

##### 5.2.1.3 Silicone-based Pressure Sensitive Adhesives ... 128

##### 5.2.1.4 Other Pressure Sensitive Adhesives ..... 132

#### 5.3 Global Pressure Sensitive Adhesives (PSA) Market Overview by Application ..... 136

##### 5.3.1 Global Pressure Sensitive Adhesives (PSA) Application Market Overview by Geographic Region .. 140

##### 5.3.1.1 Tapes ..... 140

##### 5.3.1.2 Labels..... 144

##### 5.3.1.3 Graphic Films/Sheets ..... 148

##### 5.3.1.4 Medical Applications..... 152

##### 5.3.1.5 Other Applications ..... 156

### PART B: REGIONAL MARKET PERSPECTIVE.. 160

#### Global Pressure Sensitive Adhesives (PSA) Market Overview by Geographic Region ..... 160

#### REGIONAL MARKET OVERVIEW ..... 164

### 6. NORTH AMERICA ..... 164

#### 6.1 North American Pressure Sensitive Adhesives (PSA) Market Overview by Geographic Region..... 165

#### 6.2 North American Pressure Sensitive Adhesives (PSA) Market Overview by Adhesive Technology .. 169

#### 6.3 North American Pressure Sensitive Adhesives (PSA) Market Overview by Adhesive Chemistry .... 173

#### 6.4 North American Pressure Sensitive Adhesives (PSA) Market Overview by Application..... 177

#### 6.5 Major Market Players ..... 181

##### 3M Company (United States) ..... 181

##### Adhesive Products, Inc. (United States) ..... 183

##### Adhesive Technologies, Inc. (United States) ..... 183

##### Adhesives Research, Inc. (United States) ..... 184

##### Alfa International Corporation (United States) ..... 187

##### Aqua Based Technologies, a division of ADM Tronics, Inc. (United States) ..... 187

##### Ashland Global Holdings Inc. (United States)..... 188

##### Avery Dennison Corporation (United States)..... 190

##### Bond Tech Industries Inc. (United States) ..... 193

##### Cattie Adhesives (United States) ..... 193

##### Dyna-Tech Adhesives, Inc. (United States)..... 194

##### Evans Adhesive Corporation (United States) ..... 195

##### Franklin International (United States) ..... 196

##### Functional Coatings, Inc. (United States) ..... 198

##### H.B. Fuller Company (United States) ..... 199

##### Royal Adhesives & Sealants, LLC (United States) ..... 202

##### Wisdom Adhesives Worldwide (United States) ..... 202

##### Heartland Adhesives LLC. (United States) ..... 203

##### ITW Performance Polymers (United States) ..... 204

##### Master Bond Inc. (United States)..... 205

##### Momentive Performance Materials Inc. (United States)..... 205

##### OMNOVA Solutions Inc. (United States) ..... 206

##### The Dow Chemical Company (United States) ..... 207

##### Worthen Industries, Inc. (United States) ..... 210



## About Industry Experts

Industry Experts' market research, backed by years of experience and an analytical team dedicated to providing the most optimal business solutions, has been specifically designed to provide a variety of benefits, both current and future. Our leading-edge publications make the life easy for corporate strategists, investors, analysts and researchers, startups, consultants, financial and banking executives, academicians and many more. The company also provides customized research reports to cater the needs of the industry.

Business intelligence provides the critical link between comprehending prevailing market conditions and devising strategies to maximize parameters, such as revenues, profits and return on investment in order to gain market share. The significance of market research can be largely understood through the range of factors that impact businesses. These can comprise market size (current and projected), geographic market reach and demand and supply scenario, to name a few. Our ongoing quest to collect up to date and accurate information by conducting online surveys, personal interviews, taking the opinions of senior level executives will enable us to serve our clients better in every possible aspect.

[More about Industry Experts](#)



**Industry Experts, Inc.**  
14726 Ramona Ave, Suite S2  
Chino, CA 91710  
Greater Los Angeles  
United States  
Phone: +1-320-iXPERTS (497-3787)

Email: [info@industry-experts.com](mailto:info@industry-experts.com)

**India Office**  
1-7-19/C, Street No. 8, Habsiguda  
Hyderabad – 500007  
India  
Phone: +91-40-4018-1314  
Fax: +91-40-2715-7746

Website: <http://industry-experts.com>