

**Bookbinding Adhesives Market by Technology (Emulsion based, Hot melt), Chemistry (PVA, VAE, EVA, PUR), and Applications (Hardcover and Softcover Books, Magazines and Catalogs, Print on Demand), and Region - Global Forecast to 2027**

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**Report description:**

The global bookbinding adhesive market size was USD 1.8 Billion in 2022 and is projected to grow at a CAGR of 2.2% during the forecast period to reach USD 2.1 Billion by 2027. Due to their demand from various applications such as hardcover & softcover books, magazines & catalogs, and print on demand is driving the bookbinding adhesives market.

"The Hot melt technology is expected to register the highest CAGR of the overall bookbinding adhesives market during the forecast period, in terms of volume."

The primary applications of hot-melt adhesives are packaging, attaching labels and wood veneer, bookbinding, and textiles. Hot-melt adhesives can be created in various forms, including pellets, slugs, and blocks for bulk application or stick and continuous rope forms for heated gun applications. Hot melt adhesive maintain the desired qualities of pull strength and flexibility while overcoming the drawbacks of emulsion adhesives. The rapidity, minimal waste, and low price of hot-melt adhesives served as their main selling points.

"The print on demand application is projected to register the highest CAGR during the forecast period."

Asia Pacific is the largest market for print on demand application. People who work from home and stay at home have raised demand for home decor goods sector. This factor is expected to be a driving force for print-on-demand services. There is strong demand for these applications from the Asia Pacific region, especially from developing countries such as China, India, Thailand, Indonesia, and Malaysia. Global bookbinding adhesives manufacturers are establishing their manufacturing facilities or sales offices in these emerging regions to cater to the increasing demand.

Europe bookbinding adhesives market is projected to register the second largest market share during the forecast period.

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Europe was the second-largest market for bookbinding adhesives in 2021. The increasingly stringent regulations regarding the use of low/no VOC adhesives may affect the demand for bookbinding adhesives. The bookbinding adhesives market in Europe is expected to grow faster due to the presence of top player and technology advancement. It is expected to rise gradually as number of printed book readers are growing, and also, rise in higher education enrolment ratio.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, other innovation and technology directors, and executives from various key organizations operating in the waterborne coatings market, and information was gathered from secondary research to determine and verify the market size of several segments and subsegments.

- By Company Type: Tier 1 - 33%, Tier 2 - 40%, and Tier 3 - 27%

- By Designation: C Level - 27%, D Level - 33%, and Others - 40%

- By Region: Europe - 20%, North America - 27%, APAC - 33%, Middle East & Africa - 7%, and South America- 13%

The key companies profiled in this report are Henkel AG (Germany) and H.B. Fuller Company (US).

#### Research Coverage:

This report provides detailed segmentation of bookbinding adhesives market based on technology, chemistry, application, and region. Based on technology, bookbinding adhesive market has been segmented into emulsion based and hot melt. Based on chemistry, the market has been segmented into Polyvinyl Acetate (PVA), Vinyl Acetate Ethylene (VAE), Ethylene Vinyl Acetate (EVA), Polyurethane (PUR), and others. Based on Application market has been segmented into Hardcover and Softcover Books, Magazines and Catalogs, Print on Demand, and Others. Based on region, the market has been segmented into Asia Pacific, Europe, North America, Middle East & Africa and South America.

#### Key Benefits of Buying the Report

From an insights perspective, this research report focuses on various levels of analyses - industry analysis (industry trends), market share analysis of top players, and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the market; high-growth regions; and market drivers, restraints, opportunities, and challenges.

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