

South & Central America Bitumen Additives Market Forecast to 2030 - Regional Analysis - by Type [Polymeric Modifiers, Anti-Strip Agents (Ethyleneamines, Polyamines, Amidoamines, and Others), Adhesion Promoters (Silanes, Maleic Anhydride, and Others), Emulsifiers (Anionic and Cationic), Surfactants, and Others] and Application (Road Construction, Roofing, Paints & Coatings, and Others)

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Report description:

The South & Central America bitumen additives market is expected to grow from US\$ 453.23 million in 2022 to US\$ 635.62 million by 2030. It is estimated to grow at a CAGR of 4.3% from 2022 to 2030.

Strategic Product Innovations and Research by Key Market Players Drives South & Central America Bitumen Additives Market

Bitumen additives manufacturers are investing significantly in strategic development initiatives such as product innovation, mergers & acquisitions, and business expansion to attract a wide customer base and enhance their market position. In 2020, BASF SE launched a bitumen additive, B2Last, that provides service life extension by up to 50%. B2Last binds constituents in the bitumen to form a strong and elastic polymer grid. Major manufacturers and researchers are adopting strategies such as research and development to serve the customer demand and satisfy their growing demands. Thus, rising strategic product innovations and research by key market players are expected to create lucrative opportunities for the South & Central America bitumen additives market over the coming years.

South & Central America Bitumen Additives Market Overview

South & Central America is significantly investing in green and sustainable construction. According to the US and the Brazilian

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Green Building Councils, Brazil accounted for more than 1.2 million square meters of certified buildings, ranking seventh in Leadership in Energy and Environmental Design (LEED) registrations worldwide in 2021. According to the International Trade Administration, the Argentine government is focused on infrastructure projects worth US\$ 20 million. The rising focus on construction activities and infrastructure development is driving the demand for construction materials such as bitumen, asphalt, bitumen additives, and sustainable building materials. In 2021, the Ministry of Public Works (Chile) announced the final concession for 2021 for the development of Route 68 infrastructure with a total investment of US\$ 4.67 billion, a part of a 12-project agenda; the project includes six hospitals, the third concession of the El Loa Airport, and five road works, including Route 5, Chacao-Chonchi section, and the second concession for Route 5 Chillan-Collipulli section. Therefore, rising investment in construction activities in the region is expected to fuel the South & Central America bitumen additives market during the forecast period.

South & Central America Bitumen Additives Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Bitumen Additives Market Segmentation

The South & Central America bitumen additives market is segmented into type, adhesion promoters, emulsifiers, application, and country.

Based on type, the South & Central America bitumen additives market is segmented into polymeric modifiers, anti-strip agents, adhesion promoters, emulsifiers. In 2022, the polymeric modifiers segment registered the largest share in the South & Central America bitumen additives market. The adhesion promoters segment is further segmented into silanes, maleic anhydride, and others. The anti-strip agents segment is further segmented into ethyleneamines, polyamines, amidoamines, and others. The emulsifiers segment is further segmented into anionic and cationic.

Based on Application, the South & Central America bitumen additives market is segmented into road construction, roofing, paints & coatings, and others. In 2022, the road construction segment registered the largest share in the South & Central America bitumen additives market.

Based on country, the South & Central America bitumen additives market is segmented into Brazil, Argentina, and the Rest of South & Central America. In 2022, Brazil registered the largest share in the South & Central America bitumen additives market.

Arkema SA, BASF SE, Dow Inc, Honeywell International Inc, Huntsman International LLC, Ingevity Corp, Kao Corp, and Nouryon Chemicals Holding BV are some of the leading companies operating in the South & Central America bitumen additives market.

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