

**India Contact Adhesive Market By Type (Neoprene, Polyurethane, Acrylic, Styrene Butadiene Copolymer & Others), By Technology (Solvent Based and Water Based), By End-User (Woodworking, Automotive, Leather and Footwear, Construction & Others), By Region, Competition, Forecast and Opportunities, 2020-2030F**

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**Report description:**

India Contact Adhesive Market was valued at USD 390.13 Million in 2024 and is expected to reach USD 495.37 Million by 2030 with a CAGR of 4.26% during the forecast period. The contact adhesive market in India is witnessing substantial growth, driven by demand across various industrial sectors, such as automotive, construction, woodworking, and consumer goods. These adhesives are preferred for their strong bonding capabilities, versatility, and ease of application. The accelerating pace of industrial activities, particularly in automotive and construction, is significantly boosting the demand for contact adhesives. Urban infrastructure projects and residential construction are creating a need for robust bonding solutions.

There is an increasing focus on innovative adhesive formulations, including water-based and eco-friendly options. Manufacturers are prioritizing the development of adhesives that provide enhanced performance, lower VOC emissions, and greater durability. Compliance with environmental regulations and safety standards is playing a crucial role in shaping product development and market strategies, leading to a heightened demand for low-VOC and eco-friendly adhesives.

Fluctuations in raw material prices can impact the overall cost of contact adhesives and affect market growth. Additionally, there is a growing need for customized adhesive solutions tailored to specific applications, particularly in the automotive and construction sectors. The rise of e-commerce platforms is also making adhesive products more accessible, expanding market reach for manufacturers.

The Indian contact adhesive market features a diverse array of participants, including multinational corporations and local companies. With its wide range of applications and a strong focus on innovation and sustainability, the market presents promising opportunities for stakeholders.

Key Market Drivers

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## Growing Construction Sector

The growing construction sector is a significant catalyst for the contact adhesive market in India, shaping various elements of demand and development. The Indian government has launched several infrastructure initiatives, including the development of roads, bridges, airports, and railways, as part of programs like the National Infrastructure Pipeline. According to CRISIL's Infrastructure Yearbook 2023, India is projected to invest approximately USD 1,727.05 billion in infrastructure over the next seven fiscal years, more than double the USD 912.81 billion spent in the previous seven years. These initiatives necessitate substantial quantities of materials and adhesives for effective construction and finishing. Contact adhesives are essential for various applications, including bonding flooring materials, wall panels, and roofing systems, ensuring robust and durable connections that can endure environmental challenges.

The United Nations estimates that India's population will reach 1.64 billion by 2047, with around 51% expected to live in urban areas. This urban migration drives a significant increase in housing demand, evidenced by the rapid development of residential complexes, apartment buildings, and gated communities. In residential construction, contact adhesives are vital for applications such as laminate and vinyl flooring, wall coverings, and kitchen cabinetry, providing a visually appealing and durable finish. As businesses expand, there is a growing need for office buildings, retail spaces, hotels, and other commercial properties, which in turn raises adhesive consumption. For example, in March 2024, the Minister of Civil Aviation and Steel announced the launch of 15 airport projects valued at USD 12.1 billion, set to be completed by 2028. Contact adhesives are crucial in these contexts for flooring installations, ceiling tiles, and signage, where strong adhesion is essential for safety and durability.

Many older structures require renovations to modernize facilities, enhance safety, and improve energy efficiency. This retrofitting often involves significant use of adhesives across various applications. Homeowners are increasingly focused on achieving contemporary aesthetics in older properties, driving up demand for adhesives used in remodeling projects.

The rise of prefabricated and modular construction methods allows for components to be manufactured off-site and assembled on-site, leading to reduced labor costs and shorter construction timelines. Contact adhesives play a critical role in the assembly of these prefabricated components, ensuring secure joints and adherence to quality standards.

Government initiatives like the Smart Cities Mission and the Atal Mission for Rejuvenation and Urban Transformation (AMRUT) aim to enhance urban infrastructure and housing, further stimulating construction activities. With increasing disposable incomes, consumers are more inclined to invest in quality housing and renovations, resulting in heightened spending on construction materials, including adhesives.

As urbanization progresses and infrastructure projects expand, the demand for effective bonding solutions is expected to rise, encouraging innovation and growth within the adhesive industry. This dynamic market environment presents significant opportunities for manufacturers to meet a diverse range of applications and consumer needs.

## Rising Consumer Electronics Production

The growing production of consumer electronics in India is significantly boosting the demand for contact adhesives. The Indian consumer electronics market is experiencing strong growth, fueled by increasing disposable incomes and higher consumer spending. India aims for electronics manufacturing worth USD 300 billion and exports of USD 120 billion by FY26. This expansion leads to higher production volumes, thereby increasing the need for adhesives in manufacturing.

Contact adhesives play a crucial role in assembling various electronic devices, such as smartphones, laptops, televisions, and home appliances. They are essential for bonding components like casings, screens, and internal parts, ensuring durability and functionality. As technology advances, electronic products become more sophisticated, necessitating high-performance adhesives that can meet specific material and bonding needs. This trend encourages innovation in adhesive formulations, creating opportunities for manufacturers. For example, in October 2023, Bostik, a leading global adhesive specialist, introduced its new Thermal Conductive Adhesives (TCA) range at the India Battery Show 2023. This range was developed in collaboration with Polytec PT to tackle thermal management challenges in the latest Cell-to-Pack (CTP) battery designs for e-mobility solutions. There is also a growing trend towards lighter and more compact electronic devices. Contact adhesives enable manufacturers to reduce weight without sacrificing strength, making them essential for modern electronics production. Additionally, consumer preferences are shifting towards sleek and visually appealing designs, and high-quality contact adhesives facilitate clean finishes and seamless appearances in electronic products, enhancing their market appeal.

As environmental awareness rises, manufacturers are increasingly seeking eco-friendly adhesive solutions, leading to higher

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demand for water-based and low-VOC contact adhesives and driving innovation in sustainable products. The expansion of e-commerce and retail channels in India further increases the demand for consumer electronics. As more products are produced to meet consumer needs, the requirement for effective bonding solutions in manufacturing grows.

Government initiatives like Make in India support local manufacturing in the electronics sector, promoting investment and production. This governmental backing contributes to the overall growth of the industry and, consequently, the adhesive market. As this sector continues to develop, the demand for high-quality adhesives is expected to rise, presenting substantial opportunities for manufacturers.

#### Key Market Challenges

##### Regulatory Compliance

Regulatory compliance poses significant challenges for the contact adhesive market in India, affecting manufacturers' operations and strategic decisions. The adhesive industry must navigate a complex array of regulations from various governmental agencies, including environmental, health, and safety standards. Understanding and adhering to these diverse requirements can be both complicated and time-consuming. Additionally, regulatory frameworks are subject to frequent changes, requiring manufacturers to stay informed and adapt their practices accordingly. This dynamic landscape can create uncertainty, necessitating ongoing training and investment.

Meeting stringent regulations often demands substantial investment in research and development to create formulations that comply with safety and environmental standards, which can strain resources, especially for small and medium-sized enterprises (SMEs). Compliance challenges can also lead to production delays if manufacturers need to reformulate products or implement new processes, potentially disrupting supply chains and impacting market responsiveness.

Manufacturers face increased scrutiny from regulatory bodies, which may conduct regular audits and inspections. Non-compliance can result in penalties, fines, or even business shutdowns, posing significant risks. Regulations often require manufacturers to adopt sustainable practices, which can entail substantial changes to production methods and materials, making it challenging to balance compliance with profitability.

Additionally, ensuring compliance typically requires a skilled workforce that understands regulatory requirements and can implement necessary changes. Finding and retaining such talent can be both difficult and costly. As a result, manufacturers must invest in compliance measures while navigating the complexities of evolving regulations to maintain competitiveness and achieve long-term success in the market.

##### Price Volatility in Raw Materials

Price volatility in raw materials presents a significant challenge for the contact adhesive market in India, influencing production costs and overall market stability. The prices of key raw materials, such as polymers, solvents, and additives, can fluctuate due to various factors, including geopolitical tensions, natural disasters, and supply chain disruptions. This unpredictability can result in inconsistent production costs. Additionally, shifts in demand across different industries can affect raw material prices. For instance, heightened demand in the automotive or construction sectors can create supply pressures, increasing costs for adhesive manufacturers. Many companies operate with fixed budgets for raw material procurement, and sudden price spikes may compel them to make difficult choices, such as compromising on quality or reducing production output.

The volatility in prices complicates financial planning and forecasting, making it difficult for manufacturers to implement stable pricing strategies. This can lead to potential losses if costs fluctuate unexpectedly. Furthermore, as many raw materials are imported, manufacturers face additional challenges from exchange rate fluctuations and international market dynamics, complicating cost management even further.

Volatile raw material prices can also hinder compliance with environmental and safety regulations, as manufacturers may find it difficult to secure the high-quality materials needed to meet these standards. To navigate these challenges, manufacturers should develop effective strategies to mitigate the impact of price fluctuations, such as diversifying their supplier base, investing in forecasting tools, and exploring alternative materials.

#### Key Market Trends

##### Focus on Performance and Reliability

The focus on performance and reliability is a key trend in the India contact adhesive market, driven by the requirements of various industries and changing consumer expectations. Sectors like construction, automotive, and electronics demand adhesives

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capable of withstanding challenging conditions such as temperature variations, moisture, and chemical exposure. As a result, manufacturers are prioritizing the development of high-performance adhesive formulations.

Investments in research and development are aimed at creating adhesives with superior bonding strength, quicker curing times, and enhanced durability. There is an increasing demand for specialty adhesives tailored for specific applications, including thermal conductive adhesives for electronics and weather-resistant options for outdoor construction. For example, in June 2024, Pidilite Industries Ltd announced that its joint venture, ICA Pidilite Private Ltd, signed a licensing agreement with Industria Chimica Adriatica SPA (ICA) for specific UV technology. Pidilite markets its products under several brands, including Fevicryl, Dr. Fixit, Fevicol, Fevikwik, and M-seal, serving sectors like leather, footwear, textiles, and paper chemicals.

To ensure reliability, manufacturers are implementing rigorous testing protocols to evaluate adhesive performance under various conditions. This commitment to quality assurance builds trust with consumers and businesses alike. As sustainability gains importance, there is a concurrent effort to develop high-performance, environmentally friendly adhesives, enabling compliance with regulatory standards while ensuring reliable performance.

Additionally, researchers at the Indian Institute of Science Education and Research Bhopal (IISER Bhopal) in October 2023, have developed a biodegradable and biocompatible synthetic biomedical adhesive that effectively seals and repairs injured tissues. This adhesive can bond diverse surfaces including tissues, bones, eggshells, and wood both in air and underwater, without the need for crosslinking agents or metal ions.

Consumer and business expectations for consistent adhesive performance over time are prompting manufacturers to uphold high-quality standards throughout their production processes. The rise of modular and prefabricated construction techniques further amplifies the need for strong, reliable adhesives to ensure the structural integrity of assembled components. Overall, this trend not only enhances manufacturer capabilities but also leads to improved outcomes across various applications and sectors.

#### Segmental Insights

##### Type Insights

Based on Type, the Neoprene emerged as the dominating segment in the Indian market for Contact Adhesive during the forecast period. Neoprene adhesives are capable of bonding a wide range of materials, including wood, metal, plastic, rubber, and leather. This versatility makes them ideal for various applications across the construction, automotive, and consumer goods sectors. They perform effectively in both indoor and outdoor environments, allowing manufacturers to utilize them in diverse settings. Known for their exceptional resistance to environmental factors such as heat, moisture, and chemicals, neoprene adhesives provide the durability necessary for long-lasting bonds. They also retain flexibility after curing, which is critical for applications subjected to movement or stress, such as flooring and automotive components.

The rapid expansion of the construction industry in India, fueled by urbanization and infrastructure projects, has increased the demand for reliable bonding solutions. Neoprene adhesives are particularly favored for applications in flooring, roofing, and wall panels. In the automotive industry, they are commonly used for assembling various components, further enhancing their popularity in this growing market. Additionally, neoprene adhesives are readily available through a wide network of distributors and suppliers, ensuring accessibility for manufacturers and consumers alike. Many companies have established brands in the market, fostering familiarity and consumer loyalty. These factors collectively reinforce neoprene's dominance in the India contact adhesive market.

##### End User Insights

Based on End User, Automotive emerged as the fastest growing segment in the Indian market for Contact Adhesive in 2024. The expanding middle class and rising disposable incomes in India are fueling the demand for automobiles, resulting in increased production rates. Government initiatives such as Make in India are promoting local manufacturing, further enhancing the automotive sector's growth. The industry is increasingly utilizing advanced materials that require high-performance adhesives for assembly, leading to a stronger reliance on contact adhesives.

As manufacturers focus on producing lighter vehicles for improved fuel efficiency, the demand for effective bonding solutions that ensure structural integrity is growing. Contact adhesives play a crucial role in bonding various vehicle components, including interior trims, dashboards, panels, and underbody parts, thus offering diverse applications within the automotive sector.

The automotive industry is actively pursuing environmentally friendly adhesives as part of its sustainability efforts, driving innovation and growth in the adhesive market. The expanding automotive aftermarket, which includes repairs and modifications,

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is also boosting the need for adhesives in applications like upholstery and aftermarket accessories. This trend is expected to persist as the automotive sector adapts to evolving consumer preferences and regulatory requirements, presenting significant opportunities for adhesive manufacturers.

#### Regional Insights

Based on Region, South India emerged as the dominant region in the Indian market for Contact Adhesive in 2024. The southern states of India, especially Tamil Nadu, Karnataka, and Andhra Pradesh, are home to a diverse range of industries, including automotive, textiles, electronics, and construction. Each of these sectors demands high-quality adhesives for various applications, significantly driving up demand. The region boasts a high concentration of manufacturing facilities that produce both finished products and the components that require adhesive bonding, resulting in increased adhesive consumption across industries. For example, in August 2024, Roff, a tile adhesive brand under Pidilite Industries, launched a manufacturing facility in Jadcherla, near Hyderabad, to address the rising demand for quality tile adhesive products in the markets of Andhra Pradesh, Telangana, and northeastern Karnataka.

Many adhesive manufacturers have established operations in the south, enabling faster response times and reduced logistics costs. This local production strengthens the supply chain and ensures adhesives are more readily available. Rapid urbanization in cities like Bengaluru, Chennai, and Hyderabad is contributing to a growing demand for both residential and commercial buildings, leading to heightened construction activity.

Additionally, the southern region has a vibrant consumer goods market, including furniture and home decor, which utilizes adhesives for applications such as woodworking, upholstery, and packaging, further increasing overall adhesive consumption. The textile and footwear industries, particularly prevalent in Tamil Nadu, also depend heavily on adhesives in their production processes, contributing to market growth. As the demand for adhesives continues to rise across various sectors, the southern region is strategically positioned to lead the market, creating significant opportunities for manufacturers and suppliers.

#### Key Market Players

- Pidilite Industries Limited
- Parson Adhesives India Private Limited
- H.B. Fuller India Adhesives Pvt. Ltd.
- Sika India Pvt Ltd.
- Henkel Adhesives Technologies India Pvt. Ltd.
- Sonal Adhesives Limited
- Benson Polymers Limited
- Astral Limited
- Ester Chemical Industries Pvt. Ltd.
- Metlok Private Limited

#### Report Scope:

In this report, the India Contact Adhesive Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### □□ India Contact Adhesive Market, By Type:

- o Neoprene
- o Polyurethane
- o Acrylic
- o Styrene Butadiene Copolymer
- o Others

#### □□ India Contact Adhesive Market, By Technology:

- o Solvent Based
- o Water Based

#### □ India Contact Adhesive Market, By End User:

- o Woodworking
- o Automotive

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- o Leather and Footwear
- o Construction
- o Others

☐ India Contact Adhesive Market, By Region:

- o West India
- o North India
- o South India
- o East India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Contact Adhesive Market.

Available Customizations:

India Contact Adhesive Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

☐ Detailed analysis and profiling of additional market players (up to five).

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