

Eco-Friendly Plasticizers Market by Product (Bio-based, Non-phthalate), Application (Packaging, Consumer Goods, Automotive & Transportation, Building & Construction, Textile, Agriculture & Horticulture), and Region - Global Forecast to 2030

Market Report | 2024-12-17 | 256 pages | MarketsandMarkets

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Report description:

The eco-friendly plasticizer market is projected to reach USD 2.62 billion by 2030 from USD 1.65 billion in 2024, at a CAGR of 6.7% during the forecast period. Growth in the market for eco-friendly plasticizers is pronounced and sustained by increasing demand for safe and nontoxic alternatives as compared with traditional plasticizers. This market shift arises from increasing awareness among consumers towards health and environment issues, leading to preference for safe products in various industries. Renewable resource-based eco-friendly plasticizers have improved safety profiles and offer biodegradability, making them more appropriate for applications in packaging, automotive, and healthcare industries. Besides, new bio-based formulations and production technologies enhance their applicability and performance characteristics. With regulatory bodies coming up with more stringent guidelines that promote greener solutions, the scope for the expansion of eco-friendly plasticizers is highly anticipated and indicates the well-set stance of sustainability in material science.

"The largest share of the eco-friendly plasticizers market is that of bio-based plasticizers."

These plasticizers arise from renewable resources such as vegetable oils and starches and are increasingly favored with regard to their reduced toxicity and environmental impact compared to the traditionally used phthalate-based plasticizers. Bio-based plasticizers are improving the elasticity and durability of various applications for polymeric materials in packaging, automotive, and consumer goods applications. Together with the growing focus on sustainability and regulatory push to reduce harmful substances, bio-based plasticizers have started gaining some traction. The improvements made in their formulation and process of production are enhancing their performance characteristics, further increasing their market share. As industries move towards greener alternatives, bio-based plasticizers are going to play an important role in meeting consumers' expectations as well as environmental requirements, hence driving the growth of the eco-friendly plasticizers market.

"Consumer Goods is the second largest segment by applications in the eco-friendly plasticizers market"

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The consumer goods application is the second largest in the list of application areas within the eco-friendly plasticizers market. This is also an area that has been growing highly due to the need for safer and more sustainable materials for everyday production. Low-toxicity and biodegradable eco-friendly plasticizers are increasingly being used in a whole range of consumer products that include toys, personal care products, and domestic appliances. There is an increasing demand for sustainable production processes with greater awareness of consumer health and the environment, hence creating pressure on producers to adopt the use of eco-friendly plasticizers as an alternative to traditional phthalate-based plasticizers. Some of the other drivers enhancing consumer demand for novel, sustainable consumer goods include rising incomes and changes in consumers' lifestyles, thus boosting market opportunity in the Consumer Goods sector with regard to eco-friendly plasticizers.

"Europe is the third-largest market for eco-friendly plasticizers market."

Europe is expected to be the third largest market for green plasticizers. The region has been keen in demonstrating its commitment towards sustainability in all ways by increasing regulatory support and ever-growing demand from consumers for safer, non-toxic substitutes of traditional plasticizers. Germany, France, and the UK are the leaders in this view, influenced by strict environmental regulations and increased awareness of the health impacts associated with conventional plasticizers. The growth of the eco-friendly plasticizers market in Europe has been supported through major investments into research and development to refine the performance of the bio-based alternatives. In the region, the leading companies have been quite optimistic about the expansion of innovative solutions that cater to various end-use industries such as packaging, automotive, and consumer goods. This focus on sustainability and compliance with environmental standards positions Europe as a prime participant in the global eco-friendly plasticizers market.

Extensive primary interviews were conducted to determine and verify the market size for several segments and sub-segments and the information gathered through secondary research.

The break-up of primary interviews is given below:

- By Department: Tier 1: 40%, Tier 2: 25%, and Tier 3: 35%

- By Designation: C Level: 35%, Director Level: 30%, and Executives: 35%

- By Region: North America: 25%, Europe: 45%, Asia Pacific: 20%, South America: 5%, Middle East & Africa 5%

BASF (Germany), Eastman Chemical Company (US), Evonik Industries AG (Germany), Lanxess (Germany), Dow Chemical Company (US), DIC Corporation (Japan), Cargill, Incorporated. (US), Arkema Group (France), LG Chem (South Korea), Valtris Specialty Chemicals (US) among others are some of the key players in the eco-friendly plasticizers market.

The study includes an in-depth competitive analysis of these key players in the authentication and brand protection market, with their company profiles, recent developments, and key market strategies.

Research Coverage

The market study covers the eco-friendly plasticizers market across various segments. It aims to estimate the market size and the growth potential of this market across different segments based on product, application, and region. The study also includes an in-depth competitive analysis of key players in the market, their company profiles, key observations related to their products and business offerings, recent developments undertaken by them, and key growth strategies adopted by them to improve their position in the eco-friendly plasticizers market.

Key Benefits of Buying the Report

The report is expected to help the market leaders/new entrants in this market share the closest approximations of the revenue numbers of the overall flexible eco-friendly plasticizers market and its segments and sub-segments. This report is projected to help stakeholders understand the competitive landscape of the market, gain insights to improve the position of their businesses and plan suitable go-to-market strategies. The report also aims to help stakeholders understand the pulse of the market and provides them with information on the key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (Stringent norms & regulations to drive the market, Growing automotive industry in the Asia Pacific, and Stringent regulations on the use of phthalate plasticizers), restraints (The higher price of non-phthalate plasticizers in comparison to phthalate plasticizers), opportunities (Growing awareness about the harmful effects associated with the use of phthalate plasticizers and preference, and 1.4.3.2 Emerging market for bio-based plasticizers), challenges (Poor performance and

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incompatibility of few non-phthalate plasticizers).

- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the eco-friendly plasticizers market
- Market Development: Comprehensive information about lucrative markets - the report analyses the eco-friendly plasticizers market across varied regions
- Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the eco-friendly plasticizers market
- Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like BASF (Germany), Eastman Chemical Company (US), Evonik Industries AG (Germany), Laxness (Germany), Dow Chemical Company (US), DIC Corporation (Japan), Cargill, Incorporated. (United States), Arkema Group (France), LG Chem (South Korea), and Valtris Specialty Chemicals (US) among others are the top manufacturers covered in the eco-friendly plasticizers market.

Table of Contents:

1	INTRODUCTION	24
1.1	STUDY OBJECTIVES	24
1.2	MARKET DEFINITION	24
1.3	STUDY SCOPE	25
1.3.1	MARKETS COVERED	25
1.3.2	INCLUSIONS AND EXCLUSIONS OF STUDY	26
1.3.3	YEARS CONSIDERED	27
1.4	CURRENCY CONSIDERED	27
1.5	UNITS CONSIDERED	27
1.6	STAKEHOLDERS	27
2	RESEARCH METHODOLOGY	28
2.1	RESEARCH DATA	28
2.1.1	SECONDARY DATA	29
2.1.1.1	List of major secondary sources	29
2.1.1.2	Key data from secondary sources	29
2.1.2	PRIMARY DATA	30
2.1.2.1	Key data from primary sources	30
2.1.2.2	Key industry insights	30
2.1.2.3	Breakdown of primary interviews	31
2.2	MARKET SIZE ESTIMATION	31
2.2.1	BOTTOM-UP APPROACH	31
2.2.2	TOP-DOWN APPROACH	32
2.3	GROWTH FORECAST	32
2.3.1	SUPPLY SIDE	32
2.3.2	DEMAND SIDE	33
2.4	DATA TRIANGULATION	33
2.5	FACTOR ANALYSIS	34
2.6	RESEARCH ASSUMPTIONS	34
2.7	RISK ASSESSMENT	35
2.8	RESEARCH LIMITATIONS	35
3	EXECUTIVE SUMMARY	36
4	PREMIUM INSIGHTS	39
4.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN ECO-FRIENDLY PLASTICIZERS MARKET	39
4.2	ECO-FRIENDLY PLASTICIZERS MARKET, BY PRODUCT, 2025 VS. 2030 (KILOTON)	40

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4.3	ECO-FRIENDLY PLASTICIZERS MARKET, BY APPLICATION, 2025 VS. 2030 (KILOTON)	40
4.4	ECO-FRIENDLY PLASTICIZERS MARKET, BY KEY COUNTRY	41
5	MARKET OVERVIEW	42
5.1	INTRODUCTION	42
5.2	MARKET DYNAMICS	42
5.2.1	DRIVERS	43
5.2.1.1	Stringent norms & regulations	43
5.2.1.2	Growing automotive industry in Asia Pacific	43
5.2.1.3	Stringent regulations on use of phthalate plasticizers	44
5.2.2	RESTRAINTS	46
5.2.2.1	Higher price of non-phthalate plasticizers compared to phthalate plasticizers	46
5.2.3	OPPORTUNITIES	46
5.2.3.1	Growing awareness of harmful effects associated with use of phthalate plasticizers	46
5.2.3.2	Emerging market for bio-based plasticizers	47
5.2.4	CHALLENGES	47
5.2.4.1	Poor performance and incompatibility of few non-phthalate plasticizers	47
5.3	PORTER'S FIVE FORCES ANALYSIS	48
5.3.1	THREAT OF NEW ENTRANTS	48
5.3.2	THREAT OF SUBSTITUTES	49
5.3.3	BARGAINING POWER OF SUPPLIERS	49
5.3.4	BARGAINING POWER OF BUYERS	49
5.3.5	INTENSITY OF COMPETITIVE RIVALRY	49
5.4	KEY STAKEHOLDERS AND BUYING CRITERIA	50
5.4.1	KEY STAKEHOLDERS IN BUYING PROCESS	50
5.4.2	BUYING CRITERIA	51
5.5	VALUE CHAIN ANALYSIS	52
5.5.1	RAW MATERIAL SUPPLIERS	52
5.5.2	MANUFACTURERS	52
5.5.3	DISTRIBUTORS	52
5.5.4	END USERS/CONSUMERS	53
5.6	TRENDS & DISRUPTIONS IMPACTING CUSTOMER BUSINESS	53
5.7	PRICING ANALYSIS	54
5.7.1	INDICATIVE PRICING ANALYSIS, BY PRODUCT	55
5.8	ECOSYSTEM ANALYSIS	55
5.9	TECHNOLOGY ANALYSIS	56
5.9.1	KEY TECHNOLOGIES	56
5.9.1.1	Bio-based plasticizer production technology	56
5.9.1.2	Non-phthalate plasticizer technology	56
5.9.2	COMPLEMENTARY TECHNOLOGIES	56
5.9.2.1	Integration with biodegradable polymers	56
5.9.2.2	Collaboration with additive manufacturing	57
5.9.2.3	Synergy with recycling technologies	57
5.10	TRADE ANALYSIS	57
5.10.1	IMPORT SCENARIO (HS CODE 381220)	57
5.10.2	EXPORT SCENARIO (HS CODE 381220)	58
5.11	KEY CONFERENCES AND EVENTS	58
5.12	REGULATORY LANDSCAPE	59

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5.12.1	ENVIRONMENTAL REGULATIONS	59
5.12.1.1	North America	59
5.12.1.2	Europe	60
5.12.1.3	Others	60
5.12.2	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	61
5.13	MACROECONOMIC INDICATORS	64
5.13.1	GLOBAL GDP TRENDS	64
5.13.2	GLOBAL VEHICLE PRODUCTION STATISTICS	66
5.14	INVESTMENT AND FUNDING SCENARIO	67
5.15	CASE STUDY ANALYSIS	67
5.15.1	CASE STUDY ON LUXURY VINYL TILE (LVT)	67
5.15.2	CASE STUDY ON SCREEN-PRINTED APPAREL	67
5.15.3	CASE STUDY ON INFLATABLE PVC TOYS	68
5.15.4	CASE STUDY ON GARDEN HOSES	68
5.15.5	CASE STUDY ON IV FLUID DELIVERY PRODUCTS	68
5.16	PATENT ANALYSIS	69
5.16.1	METHODOLOGY	69
5.16.2	DOCUMENT TYPES	69
5.16.3	INSIGHTS	70
5.16.4	LEGAL STATUS OF PATENTS	70
5.16.5	JURISDICTION ANALYSIS	70
5.16.6	TOP APPLICANTS	71
5.17	IMPACT OF AI/GEN AI	71
6	ECO-FRIENDLY PLASTICIZERS MARKET, BY PRODUCT	72
6.1	INTRODUCTION	73
6.2	BIO-BASED PLASTICIZERS	76
6.2.1	PRODUCED FROM VEGETABLE RAW MATERIALS	76
6.2.2	EPOXIDIZED SOYBEAN OIL (ESBO)	76
6.2.3	CASTOR OIL	76
6.2.4	CITRATE	77
6.2.5	SUCCINIC ACID	77
6.2.6	OTHER BIO-BASED PLASTICIZERS	78
6.3	NON-PHTHALATE PLASTICIZERS	78
6.3.1	INCREASED USE IN SENSITIVE APPLICATIONS TO DRIVE MARKET	78
6.3.2	ADIPATES	78
6.3.3	TRIMELLITATES	79
6.3.4	BENZOATES	79
6.3.5	EPOXIES	79
6.3.6	OTHER NON-PHTHALATE PLASTICIZERS	80
7	ECO-FRIENDLY PLASTICIZERS MARKET, BY APPLICATION	81
7.1	INTRODUCTION	82
7.2	PACKAGING	84
7.2.1	ABILITY TO IMPROVE FLEXIBILITY AND DURABILITY WHILE REDUCING RELIANCE ON HARMFUL CHEMICALS TO DRIVE MARKET	84
7.3	CONSUMER GOODS	84
7.3.1	CONSUMER PREFERENCE FOR GREENER AND SAFER PRODUCTS TO PROPEL MARKET	84

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7.4	AUTOMOTIVE & TRANSPORTATION	85
7.4.1	NEED TO REDUCE CARBON FOOTPRINT TO SUPPORT MARKET GROWTH	85
7.5	BUILDING & CONSTRUCTION	85
7.5.1	ABILITY TO IMPROVE WORKABILITY AND LONGEVITY OF MATERIALS TO DRIVE MARKET	85
7.6	TEXTILE	86
7.6.1	ADOPTION OF NON-PHTHALATE ALTERNATIVES LED TO DECREASE IN VOC EMISSIONS DURING TEXTILE PRODUCTION PROCESSES	86
7.7	AGRICULTURE & HORTICULTURE	87
7.7.1	RISING DEMAND FOR SUSTAINABLE CROPS TO DRIVE MARKET	87
7.8	OTHER APPLICATIONS	87
8	ECO-FRIENDLY PLASTICIZERS MARKET, BY REGION	88
8.1	INTRODUCTION	89
8.2	NORTH AMERICA	91
8.2.1	US	97
8.2.1.1	Rising demand for bio-based packaging in food and consumer product industries to drive market	97
8.2.2	CANADA	99
8.2.2.1	Stringent environmental regulations to propel market	99
8.2.3	MEXICO	101
8.2.3.1	Increasing environmental awareness and regulatory initiatives to drive market	101
8.3	ASIA PACIFIC	104
8.3.1	CHINA	110
8.3.1.1	Increasing environmental awareness and stringent government regulations to drive market	110
8.3.2	JAPAN	112
8.3.2.1	Rising consumer preference for sustainable products to support market growth	112
8.3.3	INDIA	114
8.3.3.1	Growing population and increasing urbanization to propel market	114
8.3.4	SOUTH KOREA	116
8.3.4.1	Technological advancements to drive market	116
8.3.5	REST OF ASIA PACIFIC	118
8.4	EUROPE	120
8.4.1	GERMANY	126
8.4.1.1	Stringent regulations regarding use of traditional phthalate plasticizers to propel market	126
8.4.2	FRANCE	129
8.4.2.1	Growing demand for eco-friendly plasticizers to support market growth	129
8.4.3	SPAIN	131
8.4.3.1	Growing focus on green building practices to propel market	131
8.4.4	UK	133
8.4.4.1	Rising consumer demand for sustainable packaging solutions to drive market	133
8.4.5	ITALY	135
8.4.5.1	Increasing environmental awareness and regulatory pressures to drive market	135
8.4.6	REST OF EUROPE	137
8.5	SOUTH AMERICA	139
8.5.1	BRAZIL	144
8.5.1.1	Rising environmental and health concerns to propel market	144
8.5.2	ARGENTINA	146
8.5.2.1	Government initiatives to promote green procurement policies to drive market	146

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8.5.3	REST OF SOUTH AMERICA	148
8.6	MIDDLE EAST & AFRICA	151
8.6.1	GCC COUNTRIES	156
8.6.1.1	Saudi Arabia	158
8.6.1.1.1	Initiatives aimed at reducing plastic waste and promoting use of sustainable materials to drive market	158
8.6.1.2	UAE	160
8.6.1.2.1	Growing emphasis on sustainability to support market growth	160
8.6.1.3	Rest of GCC countries	162
?		
8.6.2	SOUTH AFRICA	164
8.6.2.1	Increasing awareness and demand for sustainable products to drive market	164
8.6.3	REST OF MIDDLE EAST & AFRICA	166
9	COMPETITIVE LANDSCAPE	169
9.1	OVERVIEW	169
9.2	KEY PLAYER STRATEGIES/RIGHT TO WIN	169
9.3	REVENUE ANALYSIS	174
9.4	MARKET SHARE ANALYSIS	175
9.5	COMPANY VALUATION AND FINANCIAL METRICS	177
9.5.1	COMPANY VALUATION	178
9.5.2	FINANCIAL METRICS	178
9.6	BRAND/PRODUCTION COMPARISON	179
9.7	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023	180
9.7.1	STARS	180
9.7.2	EMERGING LEADERS	180
9.7.3	PERVASIVE PLAYERS	180
9.7.4	PARTICIPANTS	180
9.7.5	COMPANY FOOTPRINT: KEY PLAYERS, 2023	182
9.7.5.1	Company footprint	182
9.7.5.2	Product footprint	183
9.7.5.3	Application footprint	184
9.7.5.4	Region footprint	185
9.8	COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023	186
9.8.1	PROGRESSIVE COMPANIES	186
9.8.2	RESPONSIVE COMPANIES	186
9.8.3	DYNAMIC COMPANIES	186
9.8.4	STARTING BLOCKS	186
9.8.5	COMPETITIVE BENCHMARKING	188
9.8.5.1	Detailed list of key startups/SMEs	188
9.8.5.2	Competitive benchmarking of key startups/SMEs	189
9.9	COMPETITIVE SCENARIO	190
9.9.1	PRODUCT LAUNCHES	190
9.9.2	DEALS	191
9.9.3	EXPANSIONS	194
?		
10	COMPANY PROFILES	195
10.1	KEY PLAYERS	195
10.1.1	BASF	195

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10.1.1.1	Business overview	195
10.1.1.2	Products offered	196
10.1.1.3	Recent developments	197
10.1.1.3.1	Product launches	197
10.1.1.3.2	Deals	198
10.1.1.4	MnM view	198
10.1.1.4.1	Key strengths	198
10.1.1.4.2	Strategic choices	199
10.1.1.4.3	Weaknesses and competitive threats	199
10.1.2	EASTMAN CHEMICAL COMPANY	200
10.1.2.1	Business overview	200
10.1.2.2	Products offered	201
10.1.2.3	Recent developments	204
10.1.2.3.1	Product launches	204
10.1.2.3.2	Deals	205
10.1.2.3.3	Expansions	205
10.1.2.4	MnM view	206
10.1.2.4.1	Key strengths	206
10.1.2.4.2	Strategic choices	206
10.1.2.4.3	Weaknesses and competitive threats	207
10.1.3	EVONIK INDUSTRIES AG	208
10.1.3.1	Business overview	208
10.1.3.2	Products offered	209
10.1.3.3	Recent developments	210
10.1.3.3.1	Deals	210
10.1.3.3.2	Expansions	210
10.1.3.4	MnM view	211
10.1.3.4.1	Key strengths	211
10.1.3.4.2	Strategic choices	211
10.1.3.4.3	Weaknesses and competitive threats	211
10.1.4	LANXESS	212
10.1.4.1	Business overview	212
10.1.4.2	Products offered	213
10.1.4.3	Recent developments	215
10.1.4.3.1	Product launches	215
10.1.4.3.2	Deals	216
10.1.4.4	MnM view	216
10.1.4.4.1	Key strengths	216
10.1.4.4.2	Strategic choices	216
10.1.4.4.3	Weaknesses and competitive threats	216
10.1.5	THE DOW CHEMICAL COMPANY	217
10.1.5.1	Business overview	217
10.1.5.2	Products Offered	218
10.1.5.3	MnM view	219
10.1.5.3.1	Key strengths	219
10.1.5.3.2	Strategic choices	219
10.1.5.3.3	Weaknesses and competitive threats	219

10.1.6	DIC CORPORATION	220
10.1.6.1	Business overview	220
10.1.6.2	Products offered	221
10.1.6.3	MnM view	222
10.1.6.3.1	Key strengths	222
10.1.6.3.2	Strategic choices	222
10.1.6.3.3	Weaknesses and competitive threats	222
10.1.7	CARGILL, INCORPORATED	223
10.1.7.1	Business overview	223
10.1.7.2	Products offered	223
10.1.7.3	Recent developments	227
10.1.7.3.1	Deals	227
10.1.7.4	MnM view	227
10.1.7.4.1	Key strengths	227
10.1.7.4.2	Strategic choices	227
10.1.7.4.3	Weaknesses and competitive threats	227
10.1.8	ARKEMA	228
10.1.8.1	Business overview	228
10.1.8.2	Products offered	229
10.1.8.3	Recent developments	229
10.1.8.3.1	Deals	229
10.1.8.4	MnM view	230
10.1.8.4.1	Key strengths	230
10.1.8.4.2	Strategic choices	230
10.1.8.4.3	Weaknesses and competitive threats	230
10.1.9	LG CHEM	231
10.1.9.1	Business overview	231
10.1.9.2	Products offered	232
10.1.9.3	MnM view	234
10.1.9.3.1	Key strengths	234
10.1.9.3.2	Strategic choices	234
10.1.9.3.3	Weaknesses and competitive threats	234
?		
10.1.10	VALTRIS SPECIALTY CHEMICALS	235
10.1.10.1	Business overview	235
10.1.10.2	Products offered	235
10.1.10.3	MnM view	236
10.1.10.3.1	Key strengths	236
10.1.10.3.2	Strategic choices	236
10.1.10.3.3	Weaknesses and competitive threats	236
10.2	OTHER PLAYERS	237
10.2.1	PERSTORP	237
10.2.2	AVIENT CORPORATION	238
10.2.3	EMERY OLEOCHEMICALS	239
10.2.4	MATRICA S.P.A.	240
10.2.5	AURORIUM	241
10.2.6	NAYAKEM ORGANICS PVT. LTD.	241

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10.2.7	ROQUETTE FRERES	242
10.2.8	HANWHA CORPORATION	243
10.2.9	UPC TECHNOLOGY CORPORATION	244
10.2.10	SHANDONG NOVISTA CHEMICALS CO., LTD.	244
10.2.11	SANYO CHEMICAL INDUSTRIES, LTD.	245
10.2.12	ACS TECHNICAL PRODUCTS	245
10.2.13	JUNGBUNZLAUER SUISSE AG	246
10.2.14	K-TECH (INDIA) LIMITED	247
10.2.15	TECNOSINTESI S.P.A.	248
11	APPENDIX	249
11.1	DISCUSSION GUIDE	249
11.2	KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL	252
11.3	CUSTOMIZATION OPTIONS	254
11.4	RELATED REPORTS	254
11.5	AUTHOR DETAILS	255

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