

Thermoplastic Polyurethane Adhesive Market by Type (Hot Melt Adhesives, Solvent-based Adhesives), Application (Granular, Powder, Liquid), End-Use Industry (Packaging, Textile, Consumer Goods, Automotive) - Global Forecast to 2029

Market Report | 2025-01-09 | 262 pages | MarketsandMarkets

AVAILABLE LICENSES:

- Single User \$4950.00
- Multi User \$6650.00
- Corporate License \$8150.00
- Enterprise Site License \$10000.00

Report description:

The thermoplastic polyurethane adhesive market size is projected to grow from USD 1.02 billion in 2024 to USD 1.41 billion by 2029, registering a CAGR of 6.7% during the forecast period.

Growth in the TPU adhesive market is mainly driven by increasing demand in industries such as construction, electronics, footwear, and automotive due to excellent properties such as flexibility and durability, along with abrasive and chemical resistance. Moreover, rising awareness of environmental-friendly and sustainable adhesives is also fueling up the demand, as low VOC emissions and recyclable properties are associated with the TPU adhesives. Advances in manufacturing processes as well as the growth of e-commerce are also boosting packaging applications while innovations in product formulations enhance their applicability across many sectors.

" Hot melt adhesive accounted for the fastest growing in type segment of thermoplastic polyurethane adhesive market in terms of value."

The hot melt adhesive segment is the fastest-growing in the TPU adhesive market, primarily because of its excellent versatility and performance across diverse industries. TPU-based hot melt adhesives provide superior flexibility, excellent adhesion to a variety of substrates, and resistance to environmental factors such as moisture and temperature fluctuations. The increasing demand for sustainable and eco-friendly adhesive solutions further promotes the use of TPU hot melt adhesives, since they are solvent-free and result in minimal volatile organic compounds (VOCs). Besides, they cure rapidly, and it is easy to apply, thus improving the productivity in the manufacturing processes to match the growing demands for efficiency in industrial operations. Other emerging trends, like lightweight materials in automotive and electronic device assembly, also drive the popularity of TPU hot melt adhesives because they offer reliable bonding without adding much weight. In addition, advancements in TPU

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

formulations have improved heat resistance and durability, thus expanding their applicability in high-performance sectors.

"Granular accounted for the fastest growing in form segment of thermoplastic polyurethane adhesive market in terms of value." The granular form segment is the fastest-growing due to convenience, versatility, and compatibility with a vast number of processing techniques. Granules are easy to handle, transport, and store, which makes manufacturers prefer them. This form has a possibility of precise dosing, thus minimizing material waste, which ensures that the adhesives have a consistent quality that is crucial for industries like footwear, packaging, automotive, and electronics. The granules of TPU are specifically designed for the application in extrusion and injection molding. They ensure easy processing, and thus complex adhesive parts can be easily produced. Also, in granular form, adhesive properties like flexibility, durability, heat, and chemical resistance can be tailored according to the requirements of specific industries.

"Consumer goods accounted for the for the fastest growing in end-use industries segment of thermoplastic polyurethane adhesive market in terms of value."

The consumer goods sector is the fastest growing segment in the TPU adhesives market because versatile, durable, and environmental adhesive solutions are in high demand. As consumers increasingly purchase goods that are of high-quality, lightweight, and aesthetically appealing, TPU adhesives have become absolutely vital for enabling innovative designs with enhanced product performance. This trend is further fueling consumer goods, which in turn have driven demand for robust packaging and labeling solutions, for which TPU adhesives can easily suffice. The technology advancement in the formulations of TPU adhesives has improved their usage in wearable electronics, sports equipment, and lifestyle products that are gaining pace in the market.

"Asia pacific is the fastest growing market for thermoplastic polyurethane adhesive ."

The Asia-Pacific region is the fastest growing market for TPU adhesives, owing to robust industrial growth, rising urbanization, and a growing demand in key sectors for high-performance adhesives. The construction industries in countries such as China, India, and Vietnam represent a significant source of demand for TPU adhesives due to their durability and flexibility and resistance to environmental impacts. In addition, the growth of the electronics and footwear industries in the region creates more demand, as TPU adhesives are highly suitable for bonding complex components and providing product durability. Low manufacturing costs and the availability of key players in the region promote local production and strengthen the supply chain, which also accelerates the growth of the market.

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 thermoplastic polyurethane adhesive market, and information was gathered from secondary research to determine and verify the market size of several segments.

-□By Company Type: Tier 1 - 50%, Tier 2 - 30%, and Tier 3 - 20%

-□By Designation: Managers- 15%, Directors - 20%, and Others - 65%

-□By Region: North America - 30%, Europe - 25%, APAC - 35%, the Middle East & Africa -5%, and South America- 5%

The Thermoplastic polyurethane adhesive market comprises major players The Lubrizol Corporation (US), BASF (Germany), Covestro AG (Germany), Huntsman International LLC (US), Wanhua (China), DIC CORPORATION (Japan), H.B. Fuller (US), Henkel AG & Co. KGaA (Germany), Arkema (France), Huaфон (China), NANPAO RESINS CHEMICAL GROUP (Taiwan) and Shandong INOV Polyurethane Co., Ltd. (China). The study includes in-depth competitive analysis of these key players in the Thermoplastic polyurethane adhesive market, with their company profiles, recent developments, and key market strategies.

Research Coverage

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

This report segments the market for Thermoplastic polyurethane adhesive market on the basis of type, form, end-use industry, and region, and provides estimations for the overall value of the market across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, products & services, key strategies, and expansions associated with the market for thermoplastic polyurethane adhesive market.

Key benefits of buying this report

This research report is focused on various levels of analysis - industry analysis (industry trends), market ranking analysis of top players, and company profiles, which together provide an overall view of the competitive landscape; emerging and high-growth segments of the thermoplastic polyurethane adhesive market; high-growth regions; and market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

- Analysis of drivers: (Rising demand in automotive for durable and flexible bonding solutions), restraints (Availability of cheaper alternatives like acrylic and epoxy adhesives), opportunities (Development of bio-based TPU adhesives for environmentally conscious industries), and challenges (Complex manufacturing processes requiring specialized expertise and equipment) influencing the growth of Thermoplastic polyurethane adhesive market.
- Market Penetration: Comprehensive information on the thermoplastic polyurethane adhesive market offered by top players in the global thermoplastic polyurethane adhesive market.
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, in the thermoplastic polyurethane adhesive market.
- Market Development: Comprehensive information about lucrative emerging markets the report analyzes the markets for thermoplastic polyurethane adhesive market across regions.
- Market Capacity: Production capacities of companies producing thermoplastic polyurethane adhesive are provided wherever available with upcoming capacities for the thermoplastic polyurethane adhesive market.
- Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the thermoplastic polyurethane adhesive market.

Table of Contents:

1□INTRODUCTION□	27
1.1□STUDY OBJECTIVES□	27
1.2□MARKET DEFINITION□	27
1.3□STUDY SCOPE□	28
1.3.1□MARKETS COVERED AND REGIONAL SCOPE□	28
1.3.2□INCLUSIONS AND EXCLUSIONS□	29
1.4□YEARS CONSIDERED□	29
1.5□CURRENCY CONSIDERED□	30
1.6□UNITS CONSIDERED□	30
1.7□LIMITATIONS□	30
1.8□STAKEHOLDERS□	30
2□RESEARCH METHODOLOGY□	31
2.1□RESEARCH DATA□	31
2.1.1□SECONDARY DATA□	32
2.1.1.1□Key data from secondary sources□	32
2.1.2□PRIMARY DATA□	32
2.1.2.1□Key data from primary sources□	33
2.1.2.2□Key primary sources□	33
2.1.2.3□Key participants for primary interviews□	34
2.1.2.4□Breakdown of primary interviews□	34

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2.1.2.5	Key industry insights	34
2.2	BASE NUMBER CALCULATION	35
2.2.1	SUPPLY-SIDE ANALYSIS	35
2.2.2	DEMAND-SIDE ANALYSIS	35
2.3	GROWTH FORECAST	35
2.3.1	SUPPLY SIDE	35
2.3.2	DEMAND SIDE	36
2.4	MARKET SIZE ESTIMATION	36
2.4.1	BOTTOM-UP APPROACH	37
2.4.2	TOP-DOWN APPROACH	37
2.5	DATA TRIANGULATION	38
2.6	RESEARCH ASSUMPTIONS	39
2.7	GROWTH FORECAST	39
2.8	RISK ASSESSMENT	40
2.9	FACTOR ANALYSIS	40
3	EXECUTIVE SUMMARY	41
4	PREMIUM INSIGHTS	45
4.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN THERMOPLASTIC POLYURETHANE ADHESIVE MARKET	45
4.2	THERMOPLASTIC POLYURETHANE ADHESIVE MARKET, BY TYPE	45
4.3	THERMOPLASTIC POLYURETHANE ADHESIVE MARKET, BY END-USE INDUSTRY	46
4.4	THERMOPLASTIC POLYURETHANE ADHESIVE MARKET, BY COUNTRY	46
5	MARKET OVERVIEW	47
5.1	INTRODUCTION	47
5.2	MARKET DYNAMICS	47
5.2.1	DRIVERS	48
5.2.1.1	Rising demand for TPU adhesives as durable and flexible bonding solutions in automotive sector	48
5.2.1.2	Excellent adhesion to diverse materials (leather, metals, plastics, and fabrics)	48
5.2.2	RESTRAINTS	49
5.2.2.1	Availability of low-cost alternatives (acrylic and epoxy adhesives)	49
5.2.2.2	High viscosity associated with thermoplastic hotmelt adhesives	49
5.2.3	OPPORTUNITIES	50
5.2.3.1	Development of bio-based TPU adhesives for environmentally conscious industries and sectors	50
5.2.3.2	Integration of TPU adhesives into smart textiles and wearables to enhance bonding and flexibility	50
5.2.4	CHALLENGES	51
5.2.4.1	Complex manufacturing processes requiring specialized expertise and equipment	51
5.3	IMPACT OF GENERATIVE AI/AI ON THERMOPLASTIC POLYURETHANE ADHESIVE MARKET	51
5.3.1	MATERIAL INNOVATION AND OPTIMIZATION	52
5.3.2	ENHANCEMENT OF PRODUCT CUSTOMIZATION	52
5.3.3	ENHANCEMENT OF MANUFACTURING EFFICIENCY	52
5.3.4	QUALITY CONTROL	52
5.3.5	FORECASTING & PLANNING	53
5.3.6	COST REDUCTION AND RISK MANAGEMENT	53

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

6	INDUSTRY TRENDS	54
6.1	INTRODUCTION	54
6.2	TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS	54
6.3	SUPPLY CHAIN ANALYSIS	55
6.4	INVESTMENT AND FUNDING SCENARIO	57
6.5	PRICING ANALYSIS	58
6.5.1	AVERAGE SELLING PRICE TREND, BY REGION	58
6.5.2	AVERAGE SELLING PRICE TREND, BY TYPE	59
6.5.3	AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY TYPE	59
6.6	ECOSYSTEM ANALYSIS	60
6.7	TECHNOLOGY ANALYSIS	62
6.7.1	KEY TECHNOLOGIES	62
6.7.2	COMPLEMENTARY TECHNOLOGIES	63
6.7.3	ADJACENT TECHNOLOGIES	64
6.8	PATENT ANALYSIS	64
6.8.1	METHODOLOGY	64
6.8.2	GRANTED PATENTS	64
6.8.2.1	Patent publication trends	65
6.8.3	INSIGHTS	65
6.8.4	LEGAL STATUS	65
6.8.5	JURISDICTION ANALYSIS	66
6.8.6	TOP APPLICANTS	67
6.9	TRADE ANALYSIS	69
6.9.1	IMPORT SCENARIO (HS CODE 350691)	69
6.9.2	EXPORT SCENARIO (HS CODE 350691)	70
6.10	KEY CONFERENCES AND EVENTS, 2025	71
6.11	TARIFFS, STANDARDS, AND REGULATORY LANDSCAPE	71
6.11.1	TARIFF ANALYSIS	71
6.11.2	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	72
6.11.3	STANDARDS AND REGULATIONS	75
6.12	PORTER'S FIVE FORCES ANALYSIS	75
6.12.1	THREAT OF NEW ENTRANTS	77
6.12.2	THREAT OF SUBSTITUTES	77
6.12.3	BARGAINING POWER OF SUPPLIERS	77
6.12.4	BARGAINING POWER OF BUYERS	78
6.12.5	INTENSITY OF COMPETITIVE RIVALRY	78
6.13	KEY STAKEHOLDERS AND BUYING CRITERIA	79
6.13.1	KEY STAKEHOLDERS IN BUYING PROCESS	79
6.13.2	BUYING CRITERIA	80
6.14	MACROECONOMIC OUTLOOK	80
6.14.1	GDP TRENDS AND FORECASTS, BY COUNTRY	81
6.15	CASE STUDY ANALYSIS	81
6.15.1	SYNTHESIS AND OPTIMIZATION OF DUAL-CURING THERMOPLASTIC POLYURETHANE HOTMELT ADHESIVE FOR SEAMLESS BONDING IN TEXTILES INDUSTRY	81
6.15.2	TPU-ASSISTED ADHESIVE PDMS FILM FOR VERSATILE BONDING	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

IN DRY AND UNDERWATER ENVIRONMENTS 82

?

7 THERMOPLASTIC POLYURETHANE ADHESIVE MARKET, BY TYPE 83

7.1 INTRODUCTION 84

7.2 HOTMELT ADHESIVES 86

7.2.1 OUTSTANDING ADHESIVE PROPERTIES, FAST SETTING TIME,
AND VERSATILITY TO DRIVE DEMAND 86

7.3 SOLVENT-BASED ADHESIVES 86

7.3.1 HIGH ELASTICITY AND LOW-TEMPERATURE RESISTANCE TO PROPEL DEMAND 86

7.4 WATER-BASED ADHESIVES 87

7.4.1 LOWER CARBON FOOTPRINT, HIGHER FLEXIBILITY AND STRENGTH,
AND ABRASION RESISTANCE TO FUEL DEMAND 87

7.5 OTHER TYPES 87

7.5.1 HYDROPHOBIC ADHESIVES 87

7.5.2 UV-CURABLE ADHESIVES 88

8 THERMOPLASTIC POLYURETHANE ADHESIVE MARKET, BY FORM 89

8.1 INTRODUCTION 90

8.2 GRANULAR 91

8.2.1 EASE OF HANDLING, FAST SETTING TIME, AND STRONG BONDING CAPABILITIES TO DRIVE DEMAND 91

8.3 POWDER 91

8.3.1 ABILITY TO FORM STRONG BOND WITHOUT USE OF EXTRA SOLVENTS
OR COMPLICATED CURING PROCESSES TO FUEL DEMAND 91

8.4 LIQUID 92

8.4.1 HIGH STRENGTH, THERMAL STABILITY, AND SUSTAINABILITY FOR
MODERN MANUFACTURING TO PROPEL DEMAND 92

9 THERMOPLASTIC POLYURETHANE ADHESIVE MARKET, BY END-USE INDUSTRY 93

9.1 INTRODUCTION 94

9.2 PACKAGING 96

9.2.1 RISING CONSUMER PREFERENCE FOR SUSTAINABLE PACKAGING
TO BOOST DEMAND 96

9.3 AUTOMOTIVE 97

9.3.1 ABILITY TO PROVIDE STRONG, DURABLE BONDS WITHOUT ADDING SIGNIFICANT WEIGHT TO DRIVE DEMAND 97

9.4 BUILDING & CONSTRUCTION 97

9.4.1 ENHANCEMENT OF BUILDING MATERIAL PERFORMANCE WITH SUPERIOR BONDING STRENGTH TO FUEL DEMAND 97

9.5 ELECTRONICS 98

9.5.1 ELECTRICAL INSULATION AND MOISTURE RESISTANCE FEATURES
TO DRIVE DEMAND 98

9.6 CONSUMER GOODS 98

9.6.1 EXCELLENT ADHESION TO VARIOUS MATERIALS, INCLUDING FABRICS, LEATHER, RUBBER, PLASTICS, AND METALS, TO DRIVE
DEMAND 98

9.7 TEXTILES 99

9.7.1 SEAMLESS TEXTILE BONDING WITHOUT COMPROMISING FABRIC'S SOFTNESS, STRETCHABILITY, OR BREATHABILITY TO FUEL
DEMAND 99

9.8 OTHER END-USE INDUSTRIES 100

9.8.1 MEDICAL & HEALTHCARE 100

9.8.2 AEROSPACE 100

10 THERMOPLASTIC POLYURETHANE ADHESIVE MARKET, BY REGION 101

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

10.1	INTRODUCTION	102
10.2	ASIA PACIFIC	104
10.2.1	CHINA	110
10.2.1.1	Rising automobile production to drive demand	110
10.2.2	JAPAN	112
10.2.2.1	High manufacturing of advanced robotics and consumer electronics to fuel demand	112
10.2.3	INDIA	114
10.2.3.1	Increased production of sports shoes and performance apparel to boost demand	114
10.2.4	SOUTH KOREA	116
10.2.4.1	Increased investments in R&D for high-quality materials to drive market	116
10.2.5	REST OF ASIA PACIFIC	118
10.3	NORTH AMERICA	120
10.3.1	US	125
10.3.1.1	Rising demand for sustainable packaging with expanding e-commerce industry to drive market	125
10.3.2	CANADA	127
10.3.2.1	Rising demand for durable adhesives in construction industry to drive market	127
10.3.3	MEXICO	129
10.3.3.1	Emergence as manufacturing hub to drive demand	129
10.4	EUROPE	132
10.4.1	GERMANY	138
10.4.1.1	Presence of leading TPU adhesive manufacturers and expanding automotive sector to fuel market growth	138
10.4.2	ITALY	140
10.4.2.1	Booming fashion and textile industries to drive market	140
10.4.3	FRANCE	142
10.4.3.1	Presence of large automotive, industrial manufacturing, and chemical sectors to boost market growth	142
10.4.4	UK	144
10.4.4.1	High focus on environmental sustainability and circular economy principles to drive market	144
10.4.5	SPAIN	146
10.4.5.1	Increasing commitment to sustainability and waste reduction to fuel market growth	146
10.4.6	RUSSIA	148
10.4.6.1	Rising infrastructure development to boost market growth	148
10.4.7	REST OF EUROPE	150
10.5	MIDDLE EAST & AFRICA	152
10.5.1	GCC COUNTRIES	152
10.5.1.1	Saudi Arabia	158
10.5.1.1.1	Growing market for sustainable, high-performance consumer goods materials with Vision 2030 initiatives to drive demand	158
10.5.1.2	UAE	160
10.5.1.2.1	Strategic location and economic diversification to drive market	160

10.5.1.3	Rest of GCC countries	162
10.5.2	SOUTH AFRICA	163
10.5.2.1	Growing use of TPU adhesives in automotive industry to drive market	163
10.5.3	REST OF MIDDLE EAST & AFRICA	165
10.6	SOUTH AMERICA	167
10.6.1	ARGENTINA	172
10.6.1.1	High focus on economic modernization to drive demand	172
10.6.2	BRAZIL	174
10.6.2.1	Rising footwear manufacturing to spur demand	174
10.6.3	REST OF SOUTH AMERICA	176
11	COMPETITIVE LANDSCAPE	178
11.1	INTRODUCTION	178
11.2	KEY PLAYER STRATEGIES/RIGHT TO WIN	178
11.3	MARKET SHARE ANALYSIS	181
11.4	REVENUE ANALYSIS	184
11.5	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023	185
11.5.1	STARS	185
11.5.2	EMERGING LEADERS	185
11.5.3	PERVASIVE PLAYERS	185
11.5.4	PARTICIPANTS	185
11.5.5	COMPANY FOOTPRINT: KEY PLAYERS, 2023	187
11.5.5.1	Company footprint	187
11.5.5.2	Type footprint	188
11.5.5.3	Form footprint	188
11.5.5.4	End-use industry footprint	189
11.5.5.5	Region footprint	190
	?	
11.6	COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023	190
11.6.1	PROGRESSIVE COMPANIES	190
11.6.2	RESPONSIVE COMPANIES	190
11.6.3	DYNAMIC COMPANIES	191
11.6.4	STARTING BLOCKS	191
11.6.5	COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2023	192
11.6.5.1	Detailed list of key startups/SMEs	192
11.6.5.2	Competitive benchmarking of key startups/SMEs	193
11.7	BRAND/PRODUCT COMPARATIVE ANALYSIS	195
11.8	COMPANY VALUATION AND FINANCIAL METRICS	196
11.9	COMPETITIVE SCENARIO	197
11.9.1	PRODUCT LAUNCHES	197
11.9.2	DEALS	198
11.9.3	EXPANSIONS	199
11.9.4	OTHERS	200
12	COMPANY PROFILES	201
12.1	KEY PLAYERS	201
12.1.1	BASF	201
12.1.1.1	Business overview	201
12.1.1.2	Products/Solutions/Services offered	202

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 12.1.1.3 Recent developments 203
- 12.1.1.3.1 Expansions 203
- 12.1.1.4 MnM view 203
- 12.1.1.4.1 Key strengths/Right to win 203
- 12.1.1.4.2 Strategic choices 203
- 12.1.1.4.3 Weaknesses/Competitive threats 203
- 12.1.2 THE LUBRIZOL CORPORATION 204
- 12.1.2.1 Business overview 204
- 12.1.2.2 Products/Solutions/Services offered 205
- 12.1.2.3 Recent developments 205
- 12.1.2.3.1 Product launches 205
- 12.1.2.3.2 Expansions 206
- 12.1.2.4 MnM view 206
- 12.1.2.4.1 Key strengths/Right to win 206
- 12.1.2.4.2 Strategic choices 207
- 12.1.2.4.3 Weaknesses/Competitive threats 207
- 12.1.3 COVESTRO AG 208
- 12.1.3.1 Business overview 208
- 12.1.3.2 Products/Solutions/Services offered 209
- 12.1.3.3 Recent developments 210
- 12.1.3.3.1 Expansions 210
- 12.1.3.3.2 Others 210
- 12.1.3.4 MnM view 211
- 12.1.3.4.1 Key strengths/Right to win 211
- 12.1.3.4.2 Strategic choices 211
- 12.1.3.4.3 Weaknesses/Competitive threats 211
- 12.1.4 HUNTSMAN INTERNATIONAL LLC 212
- 12.1.4.1 Business overview 212
- 12.1.4.2 Products/Solutions/Services offered 213
- 12.1.4.3 Recent developments 214
- 12.1.4.3.1 Others 214
- 12.1.4.4 MnM view 214
- 12.1.4.4.1 Key strengths/Right to win 214
- 12.1.4.4.2 Strategic choices 215
- 12.1.4.4.3 Weaknesses/Competitive threats 215
- 12.1.5 WANHUA 216
- 12.1.5.1 Business overview 216
- 12.1.5.2 Products/Solutions/Services offered 217
- 12.1.5.3 Recent developments 218
- 12.1.5.3.1 Product launches 218
- 12.1.5.3.2 Deals 218
- 12.1.5.3.3 Others 219
- 12.1.5.4 MnM view 219
- 12.1.5.4.1 Key strengths/Right to win 219
- 12.1.5.4.2 Strategic choices 219
- 12.1.5.4.3 Weaknesses/Competitive threats 219
- 12.1.6 HENKEL AG & CO. KGAA 220

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

12.1.6.1	Business overview	220
12.1.6.2	Products/Solutions/Services offered	221
12.1.6.3	Recent developments	222
12.1.6.3.1	Expansions	222
12.1.6.4	MnM view	222
12.1.6.4.1	Key strengths/Right to win	222
12.1.6.4.2	Strategic choices	223
12.1.6.4.3	Weaknesses/Competitive threats	223
12.1.7	H.B. FULLER	224
12.1.7.1	Business overview	224
12.1.7.2	Products/Solutions/Services offered	225
12.1.7.3	MnM view	226
12.1.7.3.1	Key strengths/Right to win	226
12.1.7.3.2	Strategic choices	226
12.1.7.3.3	Weaknesses/Competitive threats	226
?		
12.1.8	DIC CORPORATION	227
12.1.8.1	Business overview	227
12.1.8.2	Products/Solutions/Services offered	228
12.1.8.3	MnM view	229
12.1.8.3.1	Key strengths/Right to win	229
12.1.8.3.2	Strategic choices	229
12.1.8.3.3	Weaknesses/Competitive threats	229
12.1.9	SHANDONG INOV POLYURETHANE CO., LTD.	230
12.1.9.1	Business overview	230
12.1.9.2	Products/Solutions/Services offered	230
12.1.9.3	MnM view	231
12.1.9.3.1	Key strengths/Right to win	231
12.1.9.3.2	Strategic choices	231
12.1.9.3.3	Weaknesses/Competitive threats	231
12.1.10	ARKEMA	232
12.1.10.1	Business overview	232
12.1.10.2	Products/Solutions/Services offered	233
12.1.10.3	Recent developments	234
12.1.10.3.1	Others	234
12.1.10.4	MnM view	234
12.1.10.4.1	Key strengths/Right to win	234
12.1.10.4.2	Strategic choices	234
12.1.10.4.3	Weaknesses/Competitive threats	234
12.1.11	NANPAO RESINS CHEMICAL GROUP	235
12.1.11.1	Business overview	235
12.1.11.2	Products/Solutions/Services offered	236
12.1.11.3	MnM view	237
12.1.11.3.1	Key strengths/Right to win	237
12.1.11.3.2	Strategic choices	237
12.1.11.3.3	Weaknesses/Competitive threats	237
12.1.12	HUAFON	238

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

12.1.12.1	Business overview	238
12.1.12.2	Products/Solutions/Services offered	238
12.1.12.3	MnM view	239
12.1.12.3.1	Key strengths/Right to win	239
12.1.12.3.2	Strategic choices	239
12.1.12.3.3	Weaknesses/Competitive threats	239
12.2	OTHER PLAYERS	240
12.2.1	GERLINGER INDUSTRIES GMBH	240
12.2.2	GREAT EASTERN RESINS INDUSTRIAL CO. LTD.	241
12.2.3	MIRACLL CHEMICALS CO., LTD.	242
12.2.4	TAIWAN PU CORPORATION	243
12.2.5	TIANYANG NEW MATERIALS (SHANGHAI) TECHNOLOGY CO., LTD.	244
12.2.6	COATING P. MATERIALS CO., LTD.	245
12.2.7	GUANGDONG SUNTIP NEW MATERIAL CO., LTD.	246
12.2.8	SUNDOW POLYMERS CO., LTD.	247
12.2.9	DONGSUNG	248
12.2.10	YANTAI LINGHUA NEW MATERIAL CO., LTD.	249
12.2.11	XIAMEN KEYUAN PLASTIC CO., LTD.	250
12.2.12	SUN YANG GLOBAL CO. LTD.	251
12.2.13	ABIFOR	252
12.2.14	EPAFLEX POLYURETHANES SPA	253
12.2.15	TAIWAN FREE RADICAL P.M. CO., LTD.	254
13	APPENDIX	255
13.1	DISCUSSION GUIDE	255
13.2	KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL	258
13.3	CUSTOMIZATION OPTIONS	260
13.4	RELATED REPORTS	260
13.5	AUTHOR DETAILS	261

Thermoplastic Polyurethane Adhesive Market by Type (Hot Melt Adhesives, Solvent-based Adhesives), Application (Granular, Powder, Liquid), End-Use Industry (Packaging, Textile, Consumer Goods, Automotive) - Global Forecast to 2029

Market Report | 2025-01-09 | 262 pages | MarketsandMarkets

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User	\$4950.00
	Multi User	\$6650.00
	Corporate License	\$8150.00
	Enterprise Site License	\$10000.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2025-06-25

Signature



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com