

Redispersible Polymer Powder Market by Type (VAE, VeoVA, Acrylic, Styrene Butadiene), Application (Tiling & Flooring, Mortars, Plastering, Insulation Systems), End Use (Residential, Commercial, Industrial), and Region - Global Forecast to 2029

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Report description:

The global redispersible polymer powder market is projected to grow from USD 1.61 billion in 2024 to USD 2.35 billion by 2029, at a CAGR of 7.8% during the forecast period. The construction & infrastructure sector continues to grow, especially in emerging economies like India, China, and Southeast Asia, the need for reliable and cost-effective construction materials intensifies. Redispersible polymer powders are the preferred choice for building construction due to their excellent adhesion, enhanced durability, flexibility, and water resistance.

"Acrylic segment, by type, is estimated to account for the second largest share during the forecast period."

The acrylic segment holds the second-largest share in the redispersible polymer powder market after vinyl acetate ethylene (VAE) due to its versatility and superior performance in various applications. Acrylic redispersible polymer powders offer excellent adhesion, flexibility, and durability, making them suitable for a wide range of construction materials, including mortars, plasters, and tile adhesives. They also exhibit good water resistance and freeze-thaw resistance, enhancing the performance and longevity of building structures. Additionally, acrylic redispersible polymer powders are often preferred for their environmental friendliness, as they typically have low volatile organic compound (VOC) emissions.

"By End Use, commercial segment accounted for the second largest share during the forecast period."

The commercial segment holds the second-largest share in the redispersible polymer powder market after residential due to the significant construction and renovation activities in this sector. Commercial buildings, such as offices, hotels, and retail spaces, require durable and high-performance building materials that can withstand heavy traffic and frequent maintenance. Redispersible polymer powders enhance the properties of construction materials used in commercial buildings, improving their

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adhesion, flexibility, and durability. They also contribute to reduced maintenance costs and increased energy efficiency, making them a preferred choice for commercial construction projects.

"By Application, Mortars segment accounted for the second largest share during the forecast period."

The mortars segment holds the second-largest share in the redispersible polymer powder market after tiling and flooring due to the widespread use of mortars in various construction applications. Mortars are used for bonding bricks, blocks, and other masonry units, as well as for plastering walls and ceilings. Redispersible polymer powders significantly improve the performance of mortars by enhancing their adhesion, flexibility, and water resistance. They also increase the durability and longevity of masonry structures, making them a preferred choice for both residential and commercial construction projects.

"Europe region is estimated to account for the second largest share during the forecast period."

Europe holds the second-largest share in the regional segment of the redispersible polymer powder market. This is driven by the robust construction industry in the region, which includes focus on high quality building materials and sustainable construction practices. The demand for redispersible polymer powder in Europe is bolstered by their widespread use in new building constructions, maintenance, and renovation of buildings. Additionally, the region benefits from a well-established chemical manufacturing base and strong demand, ensuring that redispersible polymer powder continue to be a preferred additive due to their excellent adhesion, water resistance, affordability and reliability.

Profile break-up of primary participants for the report:

- By Company Type: Tier 1 - 65%, Tier 2 - 20%, and Tier 3 - 15%

- By Designation: Directors- 30%, Managers- 25%, and Others - 45%

- By Region: North America - 30%, Europe - 20%, Asia Pacific - 40%, Middle East and Africa - 7%, and South America - 3%

Wacker Chemie AG (Germany), DOW (US), Celanese Corporation (US), BASF (Germany), and DCC (Taiwan) are some of the major players in the redispersible polymer powder market. These players have adopted acquisitions, expansions, product launches, and agreements to increase their market share and business revenue.

Research Coverage:

The report defines, segments, and projects the redispersible polymer powder market based on type, end use, applications, and region. It provides detailed information regarding the major factors influencing the market's growth, such as drivers, restraints, opportunities, and challenges. It strategically profiles redispersible polymer powder manufacturers. It comprehensively analyzes their market shares and core competencies and tracks and analyzes competitive developments, such as expansions, agreements, product launches, and acquisitions, undertaken by them in the market.

Reasons to Buy the Report:

The report is expected to help the market leaders/new entrants by providing the closest approximations of revenue numbers for the redispersible polymer powder market and its segments. This report is also expected to help stakeholders obtain an improved understanding of the market's competitive landscape, gain insights to improve the position of their businesses and make suitable go-to-market strategies. It also enables stakeholders to understand the market's pulse and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (rising demand in construction industry, expanding residential construction sector, and increasing spending on repair & maintenance activities), restraints (high risk associated with spray-drying production process), opportunities (rising demand for green buildings), and challenges (stringent environmental regulations related to VOC emissions) influencing the growth of the redispersible polymer powder market.

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- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities in the redispersible polymer powder market.
- Market Development: Comprehensive information about lucrative markets - the report analyses the redispersible polymer powder market across varied regions.
- Market Diversification: Exhaustive information about various types, untapped geographies, new products, recent developments, and investments in the redispersible polymer powder market.
- Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players in the redispersible polymer powder market, such as Wacker Chemie AG (Germany), DOW (US), Celanese Corporation (US), BASF (Germany), DCC (Taiwan), and others.

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