

Water-based Adhesive Market Report by Resin Type (Acrylic Polymer Emulsion (PAE), Polyvinyl Acetate (PVA) Emulsion, Vinyl Acetate Ethylene (VAE) Emulsion, Styrene Butadiene (SB) Latex, Polyurethane Dispersion (PUD), and Others), Application (Tapes and Labels, Paper and Packaging, Building and Construction, Woodworking, Automotive and Transportation, and Others), and Region 2025-2033

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Report description:

The global water-based adhesive market size reached USD 23.9 Billion in 2024. Looking forward, IMARC Group expects the market to reach USD 45.1 Billion by 2033, exhibiting a growth rate (CAGR) of 6.96% during 2025-2033. The market is driven by the rising demand for flexible packaging, rapid urbanization, and thriving textile industry that require water-based adhesives to emphasize on sustainability while improving performance and efficiency of textile manufacturing processes.

Water-based adhesives refer to adhesives that are formulated using soluble synthetic or natural polymers. These adhesives function by developing strong bonding capabilities as the water evaporates or is absorbed by the substrate. This includes porous and non-porous substrates, such as paper, cardboard, wood, metal, and plastic. These adhesives are typically available in dry powder or solution forms and are environmentally friendly due to their low VOC content. Water-based adhesives are a safer and more cost-effective alternative to solvent-based adhesives, as they do not release harmful fumes or chemicals into the air, require less equipment for the application, and have a lower flammability risk. Additionally, they have a minimal odor, making them more convenient as an adhesive option. Some advantages of these adhesives include higher flexibility, durability, and environmental safety. As a result, water-based adhesives find extensive applications in laminating, labeling, and bonding purposes.

Water-based Adhesive Market Trends:

The market is primarily driven by the augmenting demand in numerous end-use industries due to rising environmental concerns.

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This can be attributed to an enhanced focus on sustainable development as well as reduced operational costs. In line with this, stringent regulatory norms limiting the usage of harmful chemicals in adhesives, particularly in the medical devices and food and beverages (F&B) packaging sectors is providing an impetus to the market. Moreover, continual technological advancements in the product formulation offering improved adhesion durability and flexibility is also acting as another significant growth-inducing factor for the market. In addition to this, the rising number of construction and infrastructure development activities across the globe is creating lucrative growth opportunities in the market. The market is further fueled by rapid product utilization in the bonding of various metal and plastic substrates in the automotive industry. Apart from this, the considerable growth in the chemical processing industry is also propelling the demand for water-based adhesives. Furthermore, the growing adoption of lightweight materials, such as composites and plastics in the aerospace and defense industries is creating a positive market outlook. Some of the other factors contributing to the market include rapid industrialization, considerable rise in e-commerce consumer goods packaging applications, increasing demand for automobiles, particularly electric vehicles (EVs), and extensive research and development (R&D) activities conducted by key players.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2025-2033. Our report has categorized the market based on resin type and application.

Resin Type Insights:

- Acrylic Polymer Emulsion (PAE)
- Polyvinyl Acetate (PVA) Emulsion
- Vinyl Acetate Ethylene (VAE) Emulsion
- Styrene Butadiene (SB) Latex
- Polyurethane Dispersion (PUD)
- Others

The report has provided a detailed breakup and analysis of the water-based adhesive market based on the resin type. This includes Acrylic Polymer Emulsion (PAE), Polyvinyl Acetate (PVA) Emulsion, Vinyl Acetate Ethylene (VAE) Emulsion, Styrene Butadiene (SB) Latex, Polyurethane Dispersion (PUD), and others. According to the report, Polyvinyl Acetate (PVA) Emulsion represented the largest segment.

Application Insights:

- Tapes and Labels
- Paper and Packaging
- Building and Construction
- Woodworking
- Automotive and Transportation
- Others

A detailed breakup and analysis of the water-based adhesive market based on the application has also been provided in the report. This includes tapes and labels, paper and packaging, building and construction, woodworking, automotive and transportation, and others. According to the report, paper and packaging accounted for the largest market share.

Regional Insights:

- North America

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- United States
- Canada
- Asia Pacific
- China
- Japan
- India
- South Korea
- Australia
- Indonesia
- Others
- Europe
- Germany
- France
- United Kingdom
- Italy
- Spain
- Russia
- Others
- Latin America
- Brazil
- Mexico
- Others
- Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for water-based adhesive. Some of the factors driving the Asia Pacific water-based adhesive market included continual technological advancements, growing automobile industry, the growing adoption of lightweight materials, such as composites and plastics in the aerospace and defense sectors.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global water-based adhesive market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include 3M Company, Arkema, Bond Tech Industries Inc., DuPont de Nemours, Inc., Evonik Industries AG, H.B. Fuller Company, Henkel AG and Co. KgaA, MAPEI S.p.A., Pidilite Industries Ltd., Sika AG, Weiburger Coatings GmbH, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

- How has the global water-based adhesive market performed so far, and how will it perform in the coming years?
- What are the drivers, restraints, and opportunities in the global market?
- What is the impact of each driver, restraint, and opportunity on the global market?
- What are the key regional markets?
- Which countries represent the most attractive market?
- What is the breakup of the market based on the resin type?

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- Which is the most attractive resin type in the market?
- What is the breakup of the market based on the application?
- Which is the most attractive application in the market?
- What is the competitive structure of the market?
- Who are the key players/companies in the global water-based adhesive market?

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