

**Acrylic Resin Hotmelt Adhesive Agent Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Application (Automotive, Medical, Consumer Goods, Construction, Food & Beverage, Personal Care, Others), By Mode of Distribution (Direct, Indirect), By Region and Competition, 2020-2030F**

Market Report | 2025-04-11 | 185 pages | TechSci Research

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**Report description:**

Global Acrylic Resin Hotmelt Adhesive Agent Market was valued at USD 208.65 million in 2024 and is projected to reach USD 259.03 million by 2030, expanding at a compound annual growth rate (CAGR) of 3.87% during the forecast period. These adhesives are extensively utilized across diverse industries including automotive, construction, consumer goods, healthcare, personal care, and food & beverage, owing to their superior bonding strength, resistance to moisture and temperature, and long-term durability-making them well-suited for industrial applications.

**Key Market Drivers**

**Innovation in Packaging Solutions**

Demand for recyclable and sustainable packaging is accelerating due to regulatory pressure and growing consumer preference for environmentally responsible products. Acrylic resin hotmelt adhesives offer a solvent-free composition and low VOC emissions, aligning well with green packaging trends. These adhesives also play a critical role in preserving product integrity, especially in food and beverage applications, by providing secure, leak-proof seals that help extend shelf life.

A notable industry development occurred in August 2024, when AkzoNobel introduced Accelshield 300-a BPA-free internal coating for beverage cans. The product incorporates an innovative acrylic resin formulation combined with a crosslinked polymer matrix, delivering enhanced corrosion resistance, flexibility, and sensory performance in line with evolving regulations.

The expansion of e-commerce is another growth catalyst, intensifying the need for durable packaging capable of withstanding transportation stress. Acrylic resin hotmelt adhesives provide strong bonds, making them highly effective for e-commerce packaging solutions. According to a major international trade organization, over 90% of B2B companies have adopted virtual sales models since 2020, which has further emphasized the need for efficient, high-performance packaging solutions. As packaging

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innovation continues, demand for reliable and sustainable adhesives is expected to remain robust, with acrylic-based products positioned as key enablers of next-generation packaging systems.

#### Key Market Challenges

##### Raw Material Price Volatility

One of the major challenges facing the market is the fluctuating cost of raw materials, particularly acrylic monomers, which are influenced by global supply-demand dynamics, geopolitical tensions, and broader economic conditions. This volatility creates pricing uncertainties for manufacturers, who must regularly adjust cost structures and pricing strategies to maintain competitiveness.

In parallel, the demand for bio-based and sustainable alternatives has led to the development of innovative raw materials, such as bio-derived polymers. While these materials show promise for improving sustainability, their production remains nascent and supply is currently limited. Manufacturers are thus challenged to secure these materials at cost-effective levels while maintaining environmental compliance and product performance.

#### Key Market Trends

##### Advancements in Labeling and Tape Applications

The pharmaceutical packaging sector is witnessing considerable innovation in labeling and tape technologies. According to research from the National Library of Medicine, this segment has experienced annual growth rates of at least 5% in recent years. Manufacturers are focusing on developing advanced labeling adhesives that meet the stringent regulatory and performance standards of the pharmaceutical industry.

Beyond pharmaceuticals, the medical and healthcare sectors are benefiting from tailored adhesives that meet FDA regulations and undergo rigorous durability testing. These adhesives ensure long-lasting labeling and support digital tracking for critical medical devices and packaging.

This trend is contributing to the growing demand for acrylic resin hotmelt adhesives, especially in applications requiring high performance, safety, and regulatory compliance. As industries seek cost-effective, sustainable solutions, ongoing innovation in labeling and tape applications is expected to further drive market expansion.

#### Key Market Players

- BASF SE
- Mitsubishi Chemical Holdings Corporation
- DIC Corporation
- Estron Chemicals, Inc.
- Pioneer Chemical Co. Ltd.
- Imerys S.A.
- SCR-Sibelco N.V.
- KaMin LLC
- Quarzwerke GmbH
- Minotaur Exploration Limited

#### Report Scope:

In this report, the Global Acrylic Resin Hotmelt Adhesive Agent Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

##### -□Acrylic Resin Hotmelt Adhesive Agent Market, By Application:

- o Automotive
- o Medical
- o Consumer Goods
- o Construction
- o Food & Beverage
- o Personal Care
- o Others

##### -□Acrylic Resin Hotmelt Adhesive Agent Market, By Mode of Distribution:

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- o Direct
- o Indirect

-□Acrylic Resin Hotmelt Adhesive Agent Market, By Region:

- o North America
  - United States
  - Canada
  - Mexico
- o Europe
  - France
  - United Kingdom
  - Italy
  - Germany
  - Spain
- o Asia-Pacific
  - China
  - India
  - Japan
  - Australia
  - South Korea
- o South America
  - Brazil
  - Argentina
  - Colombia
- o Middle East & Africa
  - South Africa
  - Saudi Arabia
  - UAE
  - Kuwait
  - Turkey
  - Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Acrylic Resin Hotmelt Adhesive Agent Market.

Available Customizations:

Global Acrylic Resin Hotmelt Adhesive Agent 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).

## **Table of Contents:**

1. Product Overview
  - 1.1. Market Definition
  - 1.2. Scope of the Market
    - 1.2.1. Markets Covered
    - 1.2.2. Years Considered for Study
    - 1.2.3. Key Market Segmentations
2. Research Methodology
  - 2.1. Objective of the Study

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- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Mode of Distributions
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations
3. Executive Summary
  - 3.1. Overview of the Market
  - 3.2. Overview of Key Market Segmentations
  - 3.3. Overview of Key Market Players
  - 3.4. Overview of Key Regions/Countries
  - 3.5. Overview of Market Drivers, Challenges, and Trends
4. Impact of COVID-19 on Global Acrylic Resin Hotmelt Adhesive Agent Market
5. Global Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 5.1. Market Size & Forecast
    - 5.1.1. By Value
  - 5.2. Market Share & Forecast
    - 5.2.1. By Application (Automotive, Medical, Consumer Goods, Construction, Food & Beverage, Personal Care, Others)
    - 5.2.2. By Mode of Distribution (Direct, Indirect)
    - 5.2.3. By Region
    - 5.2.4. By Company (2024)
  - 5.3. Market Map
6. North America Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 6.1. Market Size & Forecast
    - 6.1.1. By Value
  - 6.2. Market Share & Forecast
    - 6.2.1. By Application
    - 6.2.2. By Mode of Distribution
    - 6.2.3. By Country
  - 6.3. North America: Country Analysis
    - 6.3.1. United States Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 6.3.1.1. Market Size & Forecast
        - 6.3.1.1.1. By Value
      - 6.3.1.2. Market Share & Forecast
        - 6.3.1.2.1. By Application
        - 6.3.1.2.2. By Mode of Distribution
    - 6.3.2. Mexico Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 6.3.2.1. Market Size & Forecast
        - 6.3.2.1.1. By Value
      - 6.3.2.2. Market Share & Forecast
        - 6.3.2.2.1. By Application
        - 6.3.2.2.2. By Mode of Distribution
    - 6.3.3. Canada Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 6.3.3.1. Market Size & Forecast
        - 6.3.3.1.1. By Value
      - 6.3.3.2. Market Share & Forecast
        - 6.3.3.2.1. By Application

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- 6.3.3.2.2. By Mode of Distribution
- 7. Europe Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 7.1. Market Size & Forecast
    - 7.1.1. By Value
  - 7.2. Market Share & Forecast
    - 7.2.1. By Application
    - 7.2.2. By Mode of Distribution
    - 7.2.3. By Country
  - 7.3. Europe: Country Analysis
    - 7.3.1. France Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 7.3.1.1. Market Size & Forecast
        - 7.3.1.1.1. By Value
      - 7.3.1.2. Market Share & Forecast
        - 7.3.1.2.1. By Application
        - 7.3.1.2.2. By Mode of Distribution
    - 7.3.2. Germany Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 7.3.2.1. Market Size & Forecast
        - 7.3.2.1.1. By Value
      - 7.3.2.2. Market Share & Forecast
        - 7.3.2.2.1. By Application
        - 7.3.2.2.2. By Mode of Distribution
    - 7.3.3. United Kingdom Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 7.3.3.1. Market Size & Forecast
        - 7.3.3.1.1. By Value
      - 7.3.3.2. Market Share & Forecast
        - 7.3.3.2.1. By Application
        - 7.3.3.2.2. By Mode of Distribution
    - 7.3.4. Italy Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 7.3.4.1. Market Size & Forecast
        - 7.3.4.1.1. By Value
      - 7.3.4.2. Market Share & Forecast
        - 7.3.4.2.1. By Application
        - 7.3.4.2.2. By Mode of Distribution
    - 7.3.5. Spain Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 7.3.5.1. Market Size & Forecast
        - 7.3.5.1.1. By Value
      - 7.3.5.2. Market Share & Forecast
        - 7.3.5.2.1. By Application
        - 7.3.5.2.2. By Mode of Distribution
  - 8. Asia Pacific Acrylic Resin Hotmelt Adhesive Agent Market Outlook
    - 8.1. Market Size & Forecast
      - 8.1.1. By Value
    - 8.2. Market Share & Forecast
      - 8.2.1. By Application
      - 8.2.2. By Mode of Distribution
      - 8.2.3. By Country
    - 8.3. Asia Pacific: Country Analysis

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- 8.3.1. China Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 8.3.1.1. Market Size & Forecast
    - 8.3.1.1.1. By Value
  - 8.3.1.2. Market Share & Forecast
    - 8.3.1.2.1. By Application
    - 8.3.1.2.2. By Mode of Distribution
- 8.3.2. India Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 8.3.2.1. Market Size & Forecast
    - 8.3.2.1.1. By Value
  - 8.3.2.2. Market Share & Forecast
    - 8.3.2.2.1. By Application
    - 8.3.2.2.2. By Mode of Distribution
- 8.3.3. South Korea Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 8.3.3.1. Market Size & Forecast
    - 8.3.3.1.1. By Value
  - 8.3.3.2. Market Share & Forecast
    - 8.3.3.2.1. By Application
    - 8.3.3.2.2. By Mode of Distribution
- 8.3.4. Japan Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Application
    - 8.3.4.2.2. By Mode of Distribution
- 8.3.5. Australia Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Application
    - 8.3.5.2.2. By Mode of Distribution
- 9. South America Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 9.1. Market Size & Forecast
    - 9.1.1. By Value
  - 9.2. Market Share & Forecast
    - 9.2.1. By Application
    - 9.2.2. By Mode of Distribution
    - 9.2.3. By Country
  - 9.3. South America: Country Analysis
    - 9.3.1. Brazil Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 9.3.1.1. Market Size & Forecast
        - 9.3.1.1.1. By Value
      - 9.3.1.2. Market Share & Forecast
        - 9.3.1.2.1. By Application
        - 9.3.1.2.2. By Mode of Distribution
    - 9.3.2. Argentina Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 9.3.2.1. Market Size & Forecast
        - 9.3.2.1.1. By Value

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- 9.3.2.2. Market Share & Forecast
  - 9.3.2.2.1. By Application
  - 9.3.2.2.2. By Mode of Distribution
- 9.3.3. Colombia Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Application
    - 9.3.3.2.2. By Mode of Distribution
- 10. Middle East and Africa Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 10.1. Market Size & Forecast
    - 10.1.1. By Value
  - 10.2. Market Share & Forecast
    - 10.2.1. By Application
    - 10.2.2. By Mode of Distribution
    - 10.2.3. By Country
  - 10.3. MEA: Country Analysis
    - 10.3.1. South Africa Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 10.3.1.1. Market Size & Forecast
        - 10.3.1.1.1. By Value
      - 10.3.1.2. Market Share & Forecast
        - 10.3.1.2.1. By Application
        - 10.3.1.2.2. By Mode of Distribution
    - 10.3.2. Saudi Arabia Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 10.3.2.1. Market Size & Forecast
        - 10.3.2.1.1. By Value
      - 10.3.2.2. Market Share & Forecast
        - 10.3.2.2.1. By Application
        - 10.3.2.2.2. By Mode of Distribution
    - 10.3.3. Egypt Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 10.3.3.1. Market Size & Forecast
        - 10.3.3.1.1. By Value
      - 10.3.3.2. Market Share & Forecast
        - 10.3.3.2.1. By Application
        - 10.3.3.2.2. By Mode of Distribution
    - 10.3.4. Kuwait Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 10.3.4.1. Market Size & Forecast
        - 10.3.4.1.1. By Value
      - 10.3.4.2. Market Share & Forecast
        - 10.3.4.2.1. By Application
        - 10.3.4.2.2. By Mode of Distribution
    - 10.3.5. Turkey Acrylic Resin Hotmelt Adhesive Agent Market Outlook
      - 10.3.5.1. Market Size & Forecast
        - 10.3.5.1.1. By Value
      - 10.3.5.2. Market Share & Forecast
        - 10.3.5.2.1. By Application
        - 10.3.5.2.2. By Mode of Distribution

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- 10.3.6. UAE Acrylic Resin Hotmelt Adhesive Agent Market Outlook
  - 10.3.6.1. Market Size & Forecast
    - 10.3.6.1.1. By Value
  - 10.3.6.2. Market Share & Forecast
    - 10.3.6.2.1. By Application
    - 10.3.6.2.2. By Mode of Distribution
- 11. Market Dynamics
  - 11.1. Drivers
  - 11.2. Challenges
- 12. Market Trends & Developments
  - 12.1. Merger & Acquisition (If Any)
  - 12.2. Product Launches (If Any)
  - 12.3. Recent Developments
- 13. Global Acrylic Resin Hotmelt Adhesive Agent Market: SWOT Analysis
- 14. Porters Five Forces Analysis
  - 14.1. Competition in the Industry
  - 14.2. Potential of New Entrants
  - 14.3. Power of Suppliers
  - 14.4. Power of Customers
  - 14.5. Threat of Substitute Products
- 15. Competitive Landscape
  - 15.1. BASF SE
    - 15.1.1. Business Overview
    - 15.1.2. Company Snapshot
    - 15.1.3. Products & Services
    - 15.1.4. Current Capacity Analysis
    - 15.1.5. Financials (As Reported)
    - 15.1.6. Recent Developments
    - 15.1.7. Key Personnel Details
    - 15.1.8. SWOT Analysis
  - 15.2. Mitsubishi Chemical Holdings Corporation
  - 15.3. DIC Corporation
  - 15.4. Estron Chemicals, Inc.
  - 15.5. Pioneer Chemical Co. Ltd.
  - 15.6. Imerys S.A.
  - 15.7. SCR-Sibelco N.V.
  - 15.8. KaMin LLC
  - 15.9. Quarzwerke GmbH
  - 15.10. Minotaur Exploration Limited
- 16. Strategic Recommendations
- 17. About Us & Disclaimer

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