

**Global Polyolefin Plastomer Market Assessment, By Type [Ethylene-Based, Propylene-Based], By End-User Industry [Automotive, Packaging, Footwear, Consumer Goods, Wire and Cables, Adhesives, Others], By Region, Opportunities and Forecast, 2018-2032F**

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**Report description:**

Global polyolefin plastomer market is projected to witness a CAGR of 5.07% during the forecast period 2025-2032, growing from USD 2.33 billion in 2024 to USD 3.46 billion in 2032. Polyolefin plastomers (POP) are specialty polymers manufactured through the polymerization process of ethylene or any other types of olefins.

POP has very good flexibility and resistance from elastomers with processability in plastics. Due to their unique characteristics, polyolefin elastomers help in closing the gap between elastomers and thermoplastics; hence, they form a class of material for a wide spectrum of industrial applications. POP materials find various applications in packaging, automotive, medical, and other industries due to their excellent elastic properties coupled with high tensile strengths and durability.

**Growing Demand for Lightweight Materials in the Automobile Industry**

The automotive industries now face the challenge of making their upcoming products with lightweight materials to make them fuel-efficient, have low emissions, and be able to meet stringent environmental regulations. In this regard, POP is important as a key solution to feature a high strength-to-weight ratio, durability, and impact resistance. Increasing attention to lightweight design by automotive manufacturers means that POP has an extensive application range, particularly in interior parts like dashboards, door panels, and seating systems. The need to reduce the overall weight of vehicles is one factor that will increase fuel efficiency and, at the same time, reduce the carbon emission factors. Therefore, with the growth of automotive, the demand for lightweight and high-performance materials like POP will increase. Further, the growth in the usage of advanced materials in hybrid and electric vehicle design is driving growth in the polyolefin plastomer market.

For instance, in October 2022, NOVA Chemicals Corporation launched a new family of high-performance polyolefin plastomer resins under the brand ASTUTE. This initiative directly addresses customer demand for high-quality, high-performance, and

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environmentally friendly solutions.

#### Polyolefin Plastomers Help to Transforming the Packaging Industry with Innovative Solutions

The packaging industry is a key consumer of polyolefin plastomers, depending on their versatility and flexibility combined with durability. The demand for flexible packaging, especially within the food and beverage industries, is increasing due to strong consumer demands for convenience, while manufacturers seek methods to ensure product protection and shelf life. POP has recently been in high demand due to its properties for reducing the total environmental impact of packaging. New grades of POP are being developed, featuring enhanced flexibility and providing the needed durability and performances for specific applications, from the packaging Industry. This helps industries move further toward sustainability without sacrificing quality. For instance, in August 2022, SABIC SK Nexlene Company (SSNC), a joint venture between SABIC and SK Geo Centric, announced a major expansion of its Korea plant. This expansion was specifically aimed at meeting the growing demand for advanced polyolefin materials, including their COHERE metallocene polyolefin plastomer (POP).

#### Growing Demand for Lightweight and Flexible Materials in the Footwear Industry

The needs of customers regarding comfort, performance, and sustainability are now considered in the purchasing decision, therefore affecting the changed face of the footwear industry. Comfortable, strong, and light at the same time, shoes are a challenge to make, and that is where the use of polyolefin plastomers by manufacturers is more evident than ever. More precisely, owing to their peculiar combination of softness and elasticity, polyolefin plastomers have become an irreplaceable material in producing different components of shoes such as outsoles, midsoles, and uppers.

Consumers, particularly from the athletic and casual footwear segments, require lighter shoes for comfort in long usage periods. POPs, with their low density, are a perfect solution to give lighter footwear that enhances the user's comfort and performance during sports and outdoor events. For instance, weight decrease in sports shoes directly creates an effect on the increase of speed, agility, and endurance. Footwear brands have been using POPs in midsoles and outsoles to create lighter shoes but at the same time would be able to function with better shock absorbency and energy return. This has been making POPs a material of choice in running shoes, training shoes, and performance sneakers since weight and flexibility have become highly decisive factors for user experience.

Moreover, footwear with POP-based midsoles offers very good energy return, i.e., the material is well-compressed, springing back with each step for less tiring of the foot. This attribute is generally in demand from running shoes, where the longer length and repetitive jolts may burden the feet and legs. With POPs, the footwear maker will add to the comfort and performance level of the products and thereby make them more attractive to health-oriented and high-performance consumers.

Polyolefin Plastomers are Getting Significant Recognition in the European Market as a Result of Rising Awareness of Sustainability Europe is a one of the key markets for polyolefin plastomers, as stringent environmental regulation and commitment to sustainability continue to drive this. The EU has been at the forefront of implementing policy frameworks that ensure low carbon emissions in the environment, coupled with a reduction in plastic waste. The European automobile industry is a considerable consumer of POP, mainly due to the urge by manufacturers in the region to meet the severe emission standards put forward by the EU. With the high focus on reducing the carbon emissions from vehicles, there is, hence, a high demand for lightweight materials such as the POP. Major automotive manufacturers, especially in Germany, France, and the UK, are deploying POP in interior and exterior parts in efforts aimed at reducing the weight of vehicles, hence improving fuel economy.

The polyolefin plastomer market in Europe are expected to get a boost by Toyota Motor Europe NV/SA. Toyota has unveiled its plan to launch 6 battery-electric vehicles by the end of 2026 in European market. POPs with flexibility and impact resistance are increasingly used in bumpers and trims in automotive applications. With automotive parts manufacturers trying to achieve regulatory standards by fabricating parts to further advance vehicle efficiency, the use of POPs will see higher use driven by Toyota's commitment to electric vehicles and an eco-friendly design. All these changes toward sustainable automotive solutions will have a huge drive in the polyolefin plastomer market in Europe.

#### Future Market Scenario (2025 - 2032F)

- Polyolefin elastomers would be expected to show fast development over coming years as more manufacturers would now turn to low environmental impact material with good performance.

- New technologies for the POP manufacturing process will greatly improve the performance characteristics of this material, making it one of the most serious among elastomers and plastics. The development of nanotechnologies, hybrid materials, and so

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on is also expected to improve the mechanical properties of POP, such as its heat resistance and chemical stability, in turn expanding the circle of its applications.

-Its applications in the broader uses of growing areas within food grade flexible packaging as well as non-food grade where the market for POP likely finds its place. POP's unique properties make them desirable for flexible packaging, molded and extruded products.

#### Key Players Landscape and Outlook

The market for polyolefin plastomers is characterized by the presence of key players that are placing a strong emphasis on the improvement of production efficiency, sustainability, and the quality of their products. Manufacturing processes are continuously being upgraded, and production capacities are being increased to meet upswings in demand. The competitive scenario will be even more intense, with major players developing strategic alliances and forging ahead with technological development to stay ahead in this fast-changing market. Companies are launching new product lines to meet the growing market demand.

For instance, in May 2023, Borealis AG announced the launch of a new line in its Queo portfolio of polyolefin plastomers, and elastomers based on renewable feedstock.

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\*All segments will be provided for all regions and countries covered

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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