

MARKET REPORT



Adhesive Tapes Market by Product Type (Commodity & Specialty), by Application (Packaging, Masking, Consumer, & Specialty), by Technology (Solvent, Hot-Melt, & Water), by Backing Material (PP, Paper, PVC, & Others), by Region - Global Forecasts to 2020

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The report segments the adhesive tapes market on the basis of type, application, technology, backing material, and region. The market data for these types is given with respect to volume (Million Square Meter) and value (USD million). The market size, in terms of value, of adhesive tapes is estimated to be USD 46.7 billion in 2015 and is projected to register a CAGR of about 5.44% between 2015 and 2020. The data mentioned in the report is based on the global demand for adhesive tapes.

The market for adhesive tapes has been examined by adopting the Porter's Five Forces Analysis. This gives an idea about the current scenario in the industry at the global level. The study also provides the value chain analysis with respect to the end-use industries. The value chain describes the key contributors to the adhesive tapes market at different stages from raw material manufacturers, product manufacturers to the end-use industries. It represents the top players who are contributing significantly to the adhesive tapes market. The impact of the different market factors such as drivers, restraints, opportunities, and challenges are also illustrated in the report.

The adhesive tapes market is a fragmented and competitive market, with a large number of small players, especially in China. The major players in this market are 3M Company (U.S.), Nitto Denko (Japan), Tesa SE (Germany), Avery Dennison Corporation (U.S.), Henkel AG & Company (Germany), Intertape (Canada), Lintec (Japan), Shurtape Technologies (Canada), Scapa (U.K.), and Lohmann GmbH (Germany), among others. Between 2010 and 2015, the key market players adopted multiple growth strategies to strengthen their market positions. However, most players opted for organic growth through new product launches.

The report also presents a competitive landscape covering different strategies and developments such as mergers & acquisitions, investments & expansions, new product launches, and agreements & collaborations undertaken by the leading adhesive tapes companies in the past few years. Furthermore, the major adhesive tapes manufacturers are also profiled in the report.

Scope of the report

The adhesive tapes market has been covered in detail in this report. In order to provide an all-round picture, the current market demand, and forecasts have also been included. The adhesive tapes market is segmented as follows:

On the basis of product type:

- Commodity Tapes
- Specialty Tapes

On the basis of application:

- Commodity Tapes
- Packaging
- Masking
- Consumer & Office
- Specialty
- Electrical & Electronics
- Healthcare
- Automotive
- White Goods
- Paper/Printing
- Building & Construction
- Retail
- Others (Defense, Sports, & Aerospace)

On the basis of coating technology:

- Solvent-Based
- Hot-melt-Based
- Dispersion/Water-Based

On the basis of Tape Backing Material:

- Polypropylene (PP)
- Paper
- Polyvinyl Chloride (PVC)
- Others (Foam, Glass Cloth, Metal, Woven/Non-woven, PA, PET, and PE)

On the basis of region:

- Asia-Pacific
- North America
- Western Europe
- Rest of the World

The market is further analyzed for the key countries in each of these regions.

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Table Of Contents for Adhesive Tapes Market by Product Type (Commodity & Specialty), by Application (Packaging, Masking, Consumer, & Specialty), by Technology (Solvent, Hot-Melt, & Water), by Backing Material (PP, Paper, PVC, & Others), by Region - Global Forecasts to 2020

- TABLE OF CONTENTS1 INTRODUCTION 171.1 OBJECTIVES OF THE STUDY 171.2 MARKET DEFINITION 171.3 SCOPE OF THE STUDY 181.3.1 REGIONAL SCOPE 181.3.2 MARKETS COVERED 191.3.3 YEARS CONSIDERED IN THE REPORT 201.4 CURRENCY & PRICING 201.5 PACKAGE SIZE 201.6 STAKEHOLDERS 202 RESEARCH METHODOLOGY 212.1 RESEARCH DATA 212.1.1 KEY DATA FROM SECONDARY SOURCES 222.1.2 KEY DATA FROM PRIMARY SOURCES 232.1.2.1 Key Industry Insights 242.2 MARKET SIZE ESTIMATION 252.3 MARKET BREAKDOWN & DATA TRIANGULATION 272.4 MARKET SHARE ESTIMATION 282.4.1 ASSUMPTIONS 282.4.2 LIMITATIONS 283 EXECUTIVE SUMMARY 294 PREMIUM INSIGHTS 344.1 ATTRACTIVE OPPORTUNITIES IN THE ADHESIVE TAPES MARKET 344.2 ADHESIVE TAPES MARKET-MAJOR TYPES 354.3 ADHESIVE TAPES MARKET IN ASIA-PACIFIC 364.4 ADHESIVE TAPES MARKET SHARE, BY REGION 374.5 ADHESIVE TAPES MARKET, BY TECHNOLOGY (2014) 384.6 ADHESIVE TAPES MARKET-DEVELOPED VS. DEVELOPING NATIONS 394.7 ADHESIVE TAPES MARKET, DEMAND FROM ROW 404.8 ADHESIVE TAPES MARKET ATTRACTIVENESS, BY APPLICATION (2020) 414.9 LIFECYCLE ANALYSIS, BY REGION 42 5 MARKET OVERVIEW 435.1 INTRODUCTION 435.1.1 ADHESIVE TAPES 435.1.2 ADHESIVE TAPES: KEY COMPONENTS 435.1.2.1 Substrates: 435.1.2.2 Adhesive: 445.1.2.3 Liner: 445.1.3 DRIVERS 455.1.3.1 Electrical & electronic, healthcare, and building & construction applications to drive the adhesive tapes market 455.1.3.2 Shift in preference toward solvent-free adhesive tapes 455.1.3.3 High demand of adhesive tapes from the Asia-Pacific region 465.1.3.4 Technological advancements in end-use industries 465.1.4 RESTRAINTS 475.1.4.1 Volatility in raw material prices 475.1.4.2 Recessionary effect on the end user industries 485.1.5 OPPORTUNITIES 495.1.5.1 Leverage technology requirements and regulations in higher value sectors 495.1.5.2 Target current as well as potential markets where adhesive tapes can be used instead of competing fastening systems 495.1.5.2.1 Consumer electronics 495.1.5.2.2 Automotive 495.1.6 CHALLENGES 495.1.6.1 Stringent and time-consuming regulatory policies 495.1.6.2 Potential substitution of adhesive tapes in some key markets by competing fastening systems 506 INDUSTRY TRENDS 516.1 INTRODUCTION 516.2 SUPPLY CHAIN ANALYSIS 516.2.1 SHIFTING CRACKING SLATES 526.2.2 CHANGING SUPPLIER LANDSCAPE 526.3 VALUE-CHAIN ANALYSIS 536.4 PORTER'S FIVE FORCES ANALYSIS 556.4.1 THREAT OF NEW ENTRANTS 566.4.2 THREAT OF SUBSTITUTES 566.4.3 BARGAINING POWER OF SUPPLIERS 576.4.4 BARGAINING POWER OF BUYERS 576.4.5 INTENSITY OF COMPETITIVE RIVALRY 58 7 ADHESIVE TAPES MARKET, BY PRODUCT TYPE 597.1 INTRODUCTION 607.2 COMMODITY ADHESIVE TAPES 627.3 SPECIALTY ADHESIVE TAPES 638 ADHESIVE TAPES MARKET, BY APPLICATION 648.1 INTRODUCTION 658.2 COMMODITY ADHESIVE TAPES 668.2.1 PACKAGING TAPES 678.2.2 MASKING TAPES 688.2.3 CONSUMER & OFFICE TAPES 708.3 SPECIALTY ADHESIVE TAPES 718.3.1 ELECTRICAL & ELECTRONICS 728.3.2 HEALTHCARE 748.3.3 AUTOMOTIVE 758.3.4 WHITE GOODS 768.3.5 PAPER & PRINTING 778.3.6 BUILDING & CONSTRUCTION 788.3.7 RETAIL 808.3.8 OTHERS 819 ADHESIVE TAPES MARKET, BY COATING TECHNOLOGY 839.1 INTRODUCTION 849.2 SOLVENT-BASED ADHESIVE TAPES 869.3 HOT-MELT-BASED ADHESIVE TAPES 879.4 WATER-BASED ADHESIVE TAPES 8810 ADHESIVE TAPES MARKET, BY TAPE BACKING MATERIAL 9010.1 INTRODUCTION 9110.2 POLYPROPYLENE (PP) BACKED ADHESIVE TAPES 9310.3 PAPER BACKED ADHESIVE TAPES 9410.4 POLYVINYL CHLORIDE (PVC) BACKED ADHESIVE TAPES 9510.5 OTHER BACKING MATERIALS BACKED ADHESIVE TAPES 96 11 ADHESIVE TAPES MARKET, BY REGION 9711.1 INTRODUCTION 9811.2 ASIA-PACIFIC 10211.2.1 CHINA 10911.2.2 INDIA 11011.2.3 JAPAN 11011.2.4 SOUTH KOREA 11011.2.5 TAIWAN 11111.2.6 OTHERS 11111.3 NORTH AMERICA 11211.3.1 U.S. 11811.3.2 CANADA 11811.3.3 MEXICO 11911.4 WESTERN EUROPE 11911.4.1 GERMANY 12411.4.2 FRANCE 12411.4.3 ITALY 12511.4.4 SPAIN 12511.4.5 OTHERS 12511.5 ROW 12611.5.1 RUSSIA & CEE COUNTRIES 13111.5.2 MIDDLE EAST 13111.5.3 BRAZIL 13111.5.4 OTHERS 13212 COMPETITIVE LANDSCAPE 13312.1 OVERVIEW 13312.2 COMPETITIVE SITUATION & TRENDS 13412.3 MARKET SHARE ANALYSIS OF ADHESIVE TAPES 13612.4 NEW PRODUCT LAUNCHES 13712.5

MERGERS & ACQUISITIONS 13812.6 INVESTMENTS & EXPANSIONS 13912.7 RESEARCH AND DEVELOPMENT 14013 COMPANY PROFILES 14113.1 INTRODUCTION 14113.2 3M COMPANY 14313.2.1 BUSINESS OVERVIEW 14313.2.2 PRODUCTS OFFERED 14413.2.3 RECENT DEVELOPMENTS 14413.2.4 SWOT ANALYSIS 14513.2.5 MNM VIEW 14513.3 NITTO DENKO CORPORATION 14613.3.1 BUSINESS OVERVIEW 14613.3.2 PRODUCTS OFFERED 14713.3.3 RECENT DEVELOPMENTS 14713.3.4 SWOT ANALYSIS 14813.3.5 MNM VIEW 14813.4 TESA SE 14913.4.1 BUSINESS OVERVIEW 14913.4.2 PRODUCTS OFFERED 15013.4.3 RECENT DEVELOPMENTS 15013.4.4 SWOT ANALYSIS 15113.4.5 MNM VIEW 15113.5 AVERY DENNISON CORPORATION 15213.5.1 BUSINESS OVERVIEW 15213.5.2 PRODUCTS OFFERED 15313.5.3 RECENT DEVELOPMENTS 15313.5.4 SWOT ANALYSIS 15413.5.5 MNM VIEW 15413.6 HENKEL AG & CO. KGAA 15513.6.1 BUSINESS OVERVIEW 15513.6.2 PRODUCTS OFFERED 15613.6.3 RECENT DEVELOPMENTS 15613.6.4 SWOT ANALYSIS 15713.6.5 MNM VIEW 15713.7 INTERTAPE POLYMER GROUP 15813.7.1 BUSINESS OVERVIEW 15813.7.2 PRODUCTS OFFERED 15913.7.3 RECENT DEVELOPMENTS 15913.7.4 SWOT ANALYSIS 16013.7.5 MNM VIEW 16013.8 LINTEC CORPORATION 16113.8.1 BUSINESS OVERVIEW 16113.8.2 PRODUCTS OFFERED 16213.8.3 RECENT DEVELOPMENTS 16213.8.4 SWOT ANALYSIS 16313.8.5 MNM VIEW 16313.9 SHURTAPE TECHNOLOGIES, LLC 16413.9.1 BUSINESS OVERVIEW 16413.9.2 PRODUCTS OFFERED 16413.9.3 RECENT DEVELOPMENTS 16513.9.4 SWOT ANALYSIS 16613.9.5 MNM VIEW 16613.10 SCAPA GROUP PLC 16713.10.1 BUSINESS OVERVIEW 16713.10.2 PRODUCTS OFFERED 16813.10.3 RECENT DEVELOPMENTS 16813.10.4 SWOT ANALYSIS 16913.10.5 MNM VIEW 16913.11 LOHMANN GMBH & CO.KG 17013.11.1 BUSINESS OVERVIEW 17013.11.2 PRODUCTS OFFERED 17013.11.3 RECENT DEVELOPMENTS 17013.11.4 SWOT ANALYSIS 17113.11.5 MNM VIEW 17114 APPENDIX 17214.1 INSIGHTS FROM INDUSTRY EXPERTS 17214.2 ADDITIONAL DEVELOPMENTS 17314.3 DISCUSSION GUIDE 17414.4 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE 17714.5 AVAILABLE CUSTOMIZATIONS 17914.6 Related Reports 180

List Of Tables in Adhesive Tapes Market by Product Type (Commodity & Specialty), by Application (Packaging, Masking, Consumer, & Specialty), by Technology (Solvent, Hot-Melt, & Water), by Backing Material (PP, Paper, PVC, & Others), by Region - Global Forecasts to 2020

LIST OF TABLES

TABLE 1 MARKET FOR HOT-MELT & DISPERSION/WATER-BASED ADHESIVE TAPES TO REGISTER HIGH GROWTH BETWEEN 2014 AND 2020 30

TABLE 2 ADHESIVE TAPES MARKET SIZE, BY PRODUCT TYPE, 2013-2020 (USD MILLION) 61

TABLE 3 ADHESIVE TAPES MARKET SIZE, BY PRODUCT TYPE, 2013-2020 (MILLION SQUARE METER) 61

TABLE 4 COMMODITY ADHESIVE TAPES MARKET SIZE, BY REGION, 2013-2020 (USD MILLION) 62

TABLE 5 COMMODITY ADHESIVE TAPES MARKET SIZE, BY REGION, 2013-2020 (MILLION SQUARE METER) 62

TABLE 6 SPECIALTY ADHESIVE TAPES MARKET SIZE, BY REGION, 2013-2020 (USD MILLION) 63

TABLE 7 SPECIALTY ADHESIVE TAPES MARKET SIZE, BY REGION, 2013-2020 (MILLION SQUARE METER) 63

TABLE 8 KEY DRIVERS FOR THE END-USE INDUSTRIES 65

TABLE 9 COMMODITY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION) 66

TABLE 10 COMMODITY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (MILLION SQUARE METER) 66

TABLE 11 ADHESIVE TAPES MARKET SIZE FOR PACKAGING APPLICATION, BY REGION, 2013-2020 (USD MILLION) 67

TABLE 12 ADHESIVE TAPES MARKET SIZE FOR PACKAGING APPLICATION, BY REGION, 2013-2020 (MILLION SQUARE METER) 67

TABLE 13 ADHESIVE TAPES MARKET SIZE FOR MASKING APPLICATION, BY REGION, 2013-2020 (USD MILLION) 68

TABLE 14 ADHESIVE TAPES MARKET SIZE FOR MASKING APPLICATION, BY REGION,
2013-2020 (MILLION SQUARE METER) 69

TABLE 15 ADHESIVE TAPES MARKET SIZE FOR CONSUMER & OFFICE APPLICATION,
BY REGION, 2013-2020 (USD MILLION) 70

TABLE 16 ADHESIVE TAPES MARKET SIZE FOR CONSUMER & OFFICE APPLICATION,
BY REGION, 2013-2020 (MILLION SQUARE METER) 70

TABLE 17 SPECIALTY ADHESIVE TAPES MARKET SIZE, BY APPLICATION,
2013-2020 (USD MILLION) 71

TABLE 18 SPECIALTY ADHESIVE TAPES MARKET SIZE, BY APPLICATION,
2013-2020 (MILLION SQUARE METER) 71

TABLE 19 ADHESIVE TAPES MARKET SIZE FOR ELECTRICAL & ELECTRONICS APPLICATION, BY REGION,
2013-2020 (USD MILLION) 72

TABLE 20 ADHESIVE TAPES MARKET SIZE FOR ELECTRICAL & ELECTRONICS APPLICATION, BY REGION,
2013-2020 (MILLION SQUARE METER) 73

TABLE 21 ADHESIVE TAPES MARKET SIZE FOR HEALTHCARE APPLICATION, BY REGION, 2013-2020 (USD
MILLION) 74

TABLE 22 ADHESIVE TAPES MARKET SIZE FOR HEALTHCARE APPLICATION, BY REGION, 2013-2020 (MILLION
SQUARE METER) 74

TABLE 23 ADHESIVE TAPES MARKET SIZE FOR AUTOMOTIVE APPLICATION, BY REGION, 2013-2020 (USD
MILLION) 75

TABLE 24 ADHESIVE TAPES MARKET SIZE FOR AUTOMOTIVE APPLICATION, BY REGION, 2013-2020 (MILLION
SQUARE METER) 76

TABLE 25 ADHESIVE TAPES MARKET SIZE FOR WHITE GOODS APPLICATION, BY REGION, 2013-2020 (USD
MILLION) 76

TABLE 26 ADHESIVE TAPES MARKET SIZE FOR WHITE GOODS APPLICATION, BY REGION, 2013-2020 (MILLION
SQUARE METER) 77

TABLE 27 ADHESIVE TAPES MARKET SIZE FOR PAPER & PRINTING APPLICATION, BY REGION, 2013-2020 (USD
MILLION) 77

TABLE 28 ADHESIVE TAPES MARKET SIZE FOR PAPER & PRINTING APPLICATION, BY REGION, 2013-2020
(MILLION SQUARE METER) 78

TABLE 29 ADHESIVE TAPES MARKET SIZE FOR BUILDING & CONSTRUCTION APPLICATION, BY REGION,
2013-2020 (USD MILLION) 78

TABLE 30 ADHESIVE TAPES MARKET SIZE FOR BUILDING & CONSTRUCTION APPLICATION, BY REGION,
2013-2020 (MILLION SQUARE METER) 79

TABLE 31 ADHESIVE TAPES MARKET SIZE FOR RETAIL APPLICATION, BY REGION,
2013-2020 (USD MILLION) 80

TABLE 32 ADHESIVE TAPES MARKET SIZE FOR RETAIL APPLICATION, BY REGION,
<https://www.bioportfolio.co.uk/product/41876>
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2013-2020 (MILLION SQUARE METER) 80

TABLE 33 ADHESIVE TAPES MARKET SIZE FOR OTHER APPLICATIONS, BY REGION,

2013-2020 (USD MILLION) 81

TABLE 34 ADHESIVE TAPES MARKET SIZE FOR OTHER APPLICATIONS, BY REGION,

2013-2020 (MILLION SQUARE METER) 82

TABLE 35 ADHESIVE TAPES MARKET SIZE, BY COATING TECHNOLOGY,

2013-2020 (USD MILLION) 85

TABLE 36 ADHESIVE TAPES MARKET SIZE, BY COATING TECHNOLOGY,

2013-2020 (MILLION SQUARE METER) 85

TABLE 37 SOLVENT-BASED ADHESIVE TAPES MARKET SIZE, BY REGION,

2013-2020 (USD MILLION) 86

TABLE 38 SOLVENT-BASED ADHESIVE TAPES MARKET SIZE, BY REGION,

2013-2020 (MILLION SQUARE METER) 86

TABLE 39 HOT-MELT-BASED ADHESIVE TAPES MARKET SIZE, BY REGION,

2013-2020 (USD MILLION) 87

TABLE 40 HOT-MELT-BASED ADHESIVE TAPES MARKET SIZE, BY REGION,

2013-2020 (MILLION SQUARE METER) 88

TABLE 41 WATER-BASED ADHESIVE TAPES MARKET SIZE, BY REGION,

2013-2020 (USD MILLION) 89

TABLE 42 WATER-BASED ADHESIVE TAPES MARKET SIZE, BY REGION,

2013-2020 (MILLION SQUARE METER) 89

TABLE 43 ADHESIVE TAPES MARKET SIZE, BY TAPE BACKING MATERIAL,

2013-2020 (USD MILLION) 91

TABLE 44 ADHESIVE TAPES MARKET SIZE, BY TAPE BACKING MATERIAL,

2013-2020 (MILLION SQUARE METER) 92

TABLE 45 POLYPROPYLENE (PP) BACKED ADHESIVE TAPES MARKET SIZE, BY REGION, 2013-2020 (USD MILLION)

93

TABLE 46 POLYPROPYLENE (PP) BACKED ADHESIVE TAPES MARKET SIZE, BY REGION, 2013-2020 (MILLION

SQUARE METER) 93

TABLE 47 PAPER BACKED ADHESIVE TAPES MARKET SIZE, BY REGION,

2013-2020 (USD MILLION) 94

TABLE 48 PAPER BACKED ADHESIVE TAPES MARKET SIZE, BY REGION,

2013-2020 (MILLION SQUARE METER) 94

TABLE 49 POLYVINYL CHLORIDE BACKED ADHESIVE TAPES MARKET SIZE, BY REGION, 2013-2020 (USD MILLION) 95

TABLE 50 POLYVINYL CHLORIDE ADHESIVE TAPES MARKET SIZE, BY REGION,

2013-2020 (MILLION SQUARE METER) 95

TABLE 51 OTHER BACKING MATERIALS BACKED ADHESIVE TAPES MARKET SIZE, BY REGION, 2013-2020 (USD MILLION) 96

TABLE 52 OTHER BACKING MATERIALS BACKED ADHESIVE TAPES MARKET SIZE, BY REGION, 2013-2020 ('000 TONS) 96

TABLE 53 ADHESIVE TAPES MARKET SIZE, BY REGION,

2013-2020 (USD MILLION) 101

TABLE 54 ADHESIVE TAPES MARKET SIZE, BY REGION,

2013-2020 (MILLION SQUARE METER) 101

TABLE 55 ASIA-PACIFIC: ADHESIVE TAPES MARKET SIZE, BY PRODUCT TYPE,

2013-2020 (USD MILLION) 102

TABLE 56 ASIA-PACIFIC ADHESIVE TAPES MARKET SIZE, BY TYPE,

2013-2020 (MILLION SQUARE METER) 102

TABLE 57 ASIA-PACIFIC: ADHESIVE TAPES MARKET SIZE, BY COUNTRY,

2013-2020 (USD MILLION) 104

TABLE 58 ASIA-PACIFIC: ADHESIVE TAPES MARKET SIZE, BY COUNTRY,

2013-2020 (MILLION SQUARE METER) 104

TABLE 59 ASIA-PACIFIC: COMMODITY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION) 105

TABLE 60 ASIA-PACIFIC: COMMODITY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (MILLION SQUARE METER) 106

TABLE 61 ASIA-PACIFIC: SPECIALTY ADHESIVE TAPES MARKET SIZE, BY APPLICATION,

2013-2020 (USD MILLION) 106

TABLE 62 ASIA-PACIFIC: SPECIALTY ADHESIVE TAPES MARKET SIZE, BY APPLICATION,

2013-2020 (MILLION SQUARE METER) 107

TABLE 63 ASIA-PACIFIC: ADHESIVE TAPES MARKET SIZE, BY COATING TECHNOLOGY,

2013-2020 (USD MILLION) 107

TABLE 64 ASIA-PACIFIC: ADHESIVE TAPES MARKET SIZE, BY COATING TECHNOLOGY,

2013-2020 (MILLION SQUARE METER) 108

TABLE 65 ASIA-PACIFIC: ADHESIVE TAPES MARKET SIZE, BY TAPE BACKING MATERIAL, 2013-2020 (USD MILLION) 108

TABLE 66 ASIA-PACIFIC: ADHESIVE TAPES MARKET SIZE, BY TAPE BACKING MATERIAL, 2013-2020 (MILLION SQUARE METER) 109

TABLE 67 NORTH AMERICA: ADHESIVE TAPES MARKET SIZE, BY PRODUCT TYPE, 2013-2020 (USD MILLION) 112

TABLE 68 NORTH AMERICA: ADHESIVE TAPES MARKET SIZE, BY PRODUCT TYPE, 2013-2020 (MILLION SQUARE METER) 112

TABLE 69 NORTH AMERICA: ADHESIVE TAPES MARKET SIZE, BY COUNTRY, 2013-2020 (USD MILLION) 114

TABLE 70 NORTH AMERICA: ADHESIVE TAPES MARKET SIZE, BY COUNTRY, 2013-2020 (MILLION SQUARE METER) 114

TABLE 71 NORTH AMERICA: COMMODITY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION) 115

TABLE 72 NORTH AMERICA: COMMODITY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (MILLION SQUARE METER) 115

TABLE 73 NORTH AMERICA: SPECIALTY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION) 115

TABLE 74 NORTH AMERICA: SPECIALTY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (MILLION SQUARE METER) 116

TABLE 75 NORTH AMERICA: ADHESIVE TAPES MARKET SIZE, BY COATING TECHNOLOGY, 2013-2020 (USD MILLION) 116

TABLE 76 NORTH AMERICA: ADHESIVE TAPES MARKET SIZE, BY COATING TECHNOLOGY, 2013-2020 (MILLION SQUARE METER) 117

TABLE 77 NORTH AMERICA: ADHESIVE TAPES MARKET SIZE, BY TAPE BACKING MATERIAL, 2013-2020 (USD MILLION) 117

TABLE 78 NORTH AMERICA: ADHESIVE TAPES MARKET SIZE, BY TAPE BACKING MATERIAL, 2013-2020 (MILLION SQUARE METER) 117

TABLE 79 WESTERN EUROPE: ADHESIVE TAPES MARKET SIZE, BY PRODUCT TYPE, 2013-2020 USD(USD MILLION) 119

TABLE 80 WESTERN EUROPE: ADHESIVE TAPES MARKET SIZE, BY PRODUCT TYPE, 2013-2020 (MILLION SQUARE METER) 120

TABLE 81 WESTERN EUROPE: ADHESIVE TAPES MARKET SIZE, BY COUNTRY, 2013-2020 (USD MILLION) 120

TABLE 82 WESTERN EUROPE: ADHESIVE TAPES MARKET SIZE, BY COUNTRY, 2013-2020 (MILLION SQUARE METER) 120

TABLE 83 WESTERN EUROPE: COMMODITY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION) 121

TABLE 84 WESTERN EUROPE: COMMODITY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (MILLION SQUARE METER) 121

TABLE 85 WESTERN EUROPE: SPECIALTY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION) 121

TABLE 86 WESTERN EUROPE: SPECIALTY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (MILLION SQUARE METER) 122

TABLE 87 WESTERN EUROPE: ADHESIVE TAPES MARKET SIZE, BY COATING TECHNOLOGY, 2013-2020 (USD MILLION) 122

TABLE 88 WESTERN EUROPE: ADHESIVE TAPES MARKET SIZE, BY COATING TECHNOLOGY, 2013-2020 (MILLION SQUARE METER) 123

TABLE 89 WESTERN EUROPE: ADHESIVE TAPES MARKET SIZE, BY TAPE BACKING MATERIAL, 2013-2020 (USD MILLION) 123

TABLE 90 WESTERN EUROPE: ADHESIVE TAPES MARKET SIZE, BY TAPE BACKING MATERIAL, 2013-2020 (MILLION SQUARE METER) 123

TABLE 91 ROW: ADHESIVE TAPES MARKET SIZE, BY PRODUCT TYPE, 2013-2020 (USD MILLION) 126

TABLE 92 ROW: ADHESIVE TAPES MARKET SIZE, BY PRODUCT TYPE, 2013-2020 (MILLION SQUARE METER) 126

TABLE 93 ROW: ADHESIVE TAPES MARKET SIZE, BY COUNTRY, 2013-2020 (USD MILLION) 127

TABLE 94 ROW: ADHESIVE TAPES MARKET SIZE, BY COUNTRY, 2013-2020 (MILLION SQUARE METER) 127

TABLE 95 ROW: COMMODITY ADHESIVE TAPES MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION) 127

TABLE 96 ROW: COMMODITY ADHESIVE TAPES MARKET SIZE, BY TYPE, 2013-2020 (MILLION SQUARE METER) 128

TABLE 97 ROW: SPECIALTY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION) 128

TABLE 98 ROW: SPECIALTY ADHESIVE TAPES MARKET SIZE, BY APPLICATION, 2013-2020 (MILLION SQUARE METER) 129

TABLE 99 ROW: ADHESIVE TAPES MARKET SIZE, BY COATING TECHNOLOGY, 2013-2020 (USD MILLION) 129

TABLE 100 ROW: ADHESIVE TAPES MARKET SIZE, BY COATING TECHNOLOGY, 2013-2020 (MILLION SQUARE METER) 130

TABLE 101 ROW: ADHESIVE TAPES MARKET SIZE, BY TAPE BACKING MATERIAL,
2013-2020 (USD MILLION) 130

TABLE 102 ROW: ADHESIVE TAPES MARKET SIZE, BY TAPE BACKING MATERIAL,
2013-2020 (MILLION SQUARE METER) 130

TABLE 103 NEW PRODUCT LAUNCHES, 2015 137

TABLE 104 MERGERS & ACQUISITIONS, 2010-2015 138

TABLE 105 INVESTMENTS & EXPANSIONS, 2010-2015 139

TABLE 106 RESEARCH AND DEVELOPMENT, 2010-2015 140

List Of Figures, Charts and Diagrams in Adhesive Tapes Market by Product Type (Commodity & Specialty), by Application (Packaging, Masking, Consumer, & Specialty), by Technology (Solvent, Hot-Melt, & Water), by Backing Material (PP, Paper, PVC, & Others), by Region - Global Forecasts to 2020

LIST OF FIGURES

FIGURE 1 ADHESIVE TAPE COMPONENTS 18

FIGURE 2 ADHESIVE TAPES: MARKET SEGMENTATION 19

FIGURE 3 ADHESIVE TAPES MARKET, RESEARCH DESIGN 21

FIGURE 4 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION 24

FIGURE 5 BOTTOM-UP APPROACH 25

FIGURE 6 TOP-DOWN APPROACH 26

FIGURE 7 ADHESIVE TAPES MARKET: DATA TRIANGULATION 27

FIGURE 8 MARKET FOR PAPER BACKED ADHESIVE TAPES TO REGISTER THE HIGHEST GROWTH BETWEEN 2015 AND 2020 31

FIGURE 9 MARKET FOR DISPERSION/WATER-BASED ADHESIVE TAPES TO REGISTER THE HIGHEST GROWTH BETWEEN 2015 & 2020 31

FIGURE 10 ASIA-PACIFIC DOMINATES THE ADHESIVE TAPES MARKET WITH THE HIGHEST SHARE (VOLUME) IN 2014 33

FIGURE 11 ADHESIVE TAPES MARKET TO REGISTER A CAGR OF 5.60% BETWEEN 2015 AND 2020 34

FIGURE 12 SPECIALTY TAPES TO REGISTER THE FASTEST GROWTH RATE 35

FIGURE 13 PACKAGING ADHESIVE TAPES ACCOUNTED FOR THE LARGEST SHARE IN THE EMERGING ASIA-PACIFIC MARKET 36

FIGURE 14 ASIA-PACIFIC LEADS THE GROWTH OF THE ADHESIVE TAPES MARKET IN 2015 37

FIGURE 15 DISPERSION/WATER-BASED TECHNOLOGY LEADS THE GLOBAL ADHESIVE TAPES MARKET WITH THE LARGEST SHARE 38

FIGURE 16 DEVELOPING MARKETS TO GROW TWO TIMES FASTER THAN THE DEVELOPED MARKET BETWEEN 2015 AND 2020 39

FIGURE 17 ROW TO WITNESS MODERATE GROWTH RATE BETWEEN 2015 AND 2020 40

FIGURE 18 HEALTHCARE ADHESIVE TAPES TO WITNESS HIGH GROWTH BETWEEN 2015 & 2020 41

FIGURE 19 ROW MARKET SOON TO ENTER GROWTH PHASE, 2014 42

FIGURE 20 DRIVERS, RESTRAINTS, OPPORTUNITIES, & CHALLENGES IN THE ADHESIVE TAPES INDUSTRY 44

FIGURE 21 FLUCTUATIONS IN THE PRICE OF CRUDE OIL BETWEEN 2011 & 2014 47

FIGURE 22 ADHESIVE TAPES INDUSTRY: SUPPLY CHAIN ANALYSIS 51

FIGURE 23 ADHESIVE TAPES INDUSTRY: VALUE CHAIN ANALYSIS 53

FIGURE 24 COMMODITY ADHESIVE TAPES DOMINATES THE ADHESIVE TAPES MARKET, 2015 VS. 2020 (MILLION SQUARE METER) 60

FIGURE 25 ADHESIVE TAPES MARKET SHARE, BY TECHNOLOGY AND REGION (MILLION SQUARE METER), 2014 84

FIGURE 26 ADHESIVE TAPES MARKET SHARE, BY TAPE BACKING MATERIAL AND REGION (MILLION SQUARE METER), 2015 VS. 2020 91

FIGURE 27 REGIONAL SNAPSHOT (2015-2020): INDIA AND CHINA ARE EMERGING AS NEW HOT SPOTS 98

FIGURE 28 ASIA-PACIFIC ATTRACTIVE DESTINATION FOR ALL ADHESIVE TAPE COATING TECHNOLOGIES 99

FIGURE 29 FUTURE GROWTH FOR ADHESIVE TAPES APPLICATIONS CENTERED IN ASIA-PACIFIC 100

FIGURE 30 ASIA-PACIFIC MARKET SNAPSHOT — DEMAND TO BE DRIVEN BY RISING POPULATION AND INCREASE IN PURCHASING POWER PARITY 103

FIGURE 31 NORTH AMERICA MARKET SNAPSHOT: DEMAND TO BE DRIVEN BY HEALTHCARE AND ELECTRICAL & ELECTRONICS ADHESIVE TAPES MARKET 113

FIGURE 32 COMPANIES ADOPTED NEW PRODUCT LAUNCHES AS THE KEY GROWTH STRATEGY BETWEEN 2010-2015 133

FIGURE 33 NITTO DENKO CORPORATION GREW AT THE FASTEST RATE BETWEEN 2010 & 2015 134

FIGURE 34 MARKET EVALUATION FRAMEWORK - SIGNIFICANT NUMBER OF NEW PRODUCT LAUNCHES FUELED GROWTH & INNOVATION, 2010-2015 135

FIGURE 35 BATTLE FOR MARKET SHARE: NEW PRODUCT LAUNCHES WAS THE KEY STRATEGY 135

FIGURE 36 3M COMPANY LEADS WITH THE HIGHEST MARKET SHARE, 2014 136

FIGURE 37 REGIONAL REVENUE MIX OF TOP 5 MARKET PLAYERS 141

FIGURE 38 3M COMPANY EMERGED AS THE LEADING MANUFACTURER DUE TO ITS DIVERSIFIED ADHESIVE TAPES PRODUCT PORTFOLIO, 2010-2015 142

FIGURE 39 3M COMPANY: COMPANY SNAPSHOT 143

FIGURE 40 3M COMPANY: SWOT ANALYSIS 145

FIGURE 41 NITTO DENKO CORPORATION: COMPANY SNAPSHOT 146

FIGURE 42 NITTO DENKO CORPORATION: SWOT ANALYSIS 148

FIGURE 43 TESA SE: COMPANY SNAPSHOT 149

FIGURE 44 TESA SE: SWOT ANALYSIS 151

FIGURE 45 AVERY DENNISON CORPORATION: COMPANY SNAPSHOT 152

FIGURE 46 AVERY DENNISON CORPORATION: SWOT ANALYSIS 154

FIGURE 47 HENKEL AG & CO. KGAA: COMPANY SNAPSHOT 155

FIGURE 48 HENKEL AG & CO. KGAA: SWOT ANALYSIS 157

FIGURE 49 INTERTAPE POLYMER GROUP: COMPANY SNAPSHOT 158

FIGURE 50 INTERTAPE POLYMER GROUP : SWOT ANALYSIS 160

FIGURE 51 LINTEC CORPORATION: COMPANY SNAPSHOT 161

FIGURE 52 LINTEC CORPORATION: SWOT ANALYSIS 163

FIGURE 53 SHURTAPE TECHNOLOGIES, LLC: SWOT ANALYSIS 166

FIGURE 54 SCAPA GROUP PLC: COMPANY SNAPSHOT 167

FIGURE 55 SCAPA GROUP PLC: SWOT ANALYSIS 169

FIGURE 56 LOHMANN GMBH & CO.KG: SWOT ANALYSIS 171

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