

Report Information

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Redispersible Polymer Powder Market Research Report – Forecast to 2030

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Description:

Redispersible Polymer Powder Market Overview

In 2020, the global redispersible polymer powder market value is registered as USD 1.52 billion and is expected to exhibit a significant CAGR of 5.77% with a redispersible market size of USD 2.39 billion during the forecast period (2021-2028).

The name Redispersible Polymer Powder represents free-flowing. The white powder is produced by applying high temperatures and pressures, spray drying, and surface treatment to powdered thermoplastic resin materials. By the method like atomizing the aqueous polymer dispersions into a stream of hot air to form free-flowing powders, polymer emulsions are processed and delivered into redispersible polymer powder.

COVID-19 Analysis:

Due to the COVID-19 outbreak, most of the business sectors are drastically impacted. The corona cases were increasing day-by-day all over the world which makes the people decline physically, mentally, and financially. To curb the spread of the virus, most of the emerging countries are implementing strict regulations like lockdown, transportation bans, manufacturing sector off, public services shut down, and many more. Travel and transport restrictions decreased the use of refrigerants in automobiles along with fewer automobile sales over the period.

This market is also brutally impacted by the pandemic. Due to the lockdown, the redispersible polymer powder market manufacturers are facing challenges like supply chain disruptions, lack of raw materials, and shortage of manpower which leads to a halt the production. Hence due to temporary lockdown there was a decline in the demand. Various prominent companies are trying to bolster their supply chains and escalate the operations to control future losses. Moreover, by lifting the lockdown across countries and the corona cases under control, the global market rapidly boosts the demand for their products.

Market Dynamics:

Opportunities:

A growing number of green building applications including mortars, plasters, architectural paints, and insulating systems which help in accelerating tensile strength, durability, flexibility, and impact resistance. This polymer powder decreases the cost of maintenance and provides cost-efficient buildings. Hence these factors make the strong appeal of redispersible powder in green building construction.

Challenges:

Stringent regulations and environmental policies are imposed by the emerging countries government bodies on VOC like Registration, Evaluation, Authorization, and Restriction of Chemicals (REACH), European Union (EU), Globally Harmonized System(GHS), and Environmental Protection Agency (EPA) apply significant challenges to the market.

Study Objectives -

- To provide detailed information about the redispersible polymer powder market structure along with various forecast segments and subsegments for the next 10 years.
- To provide the factors that are affecting the growth of the redispersible polymer powder market value.
- To analyze the redispersible polymer powder market industry analysis based on porter's five force analysis, factors-price analysis, supply chain analysis, etc.
- To provide history and forecast revenue segments and sub-segments of the redispersible polymer powder market revenue for the main geographies.
- To provide the country-level analysis of the current redispersible polymer powder market size and future prospective.
- To provide country-level analysis of the redispersible polymer powder market growth by region, form, and application.
- To provide a strategic profile of the prominent key players in the market, analyze their core competencies, and draw a global redispersible polymer powder market growth landscape.
- To track and analyze new product developments, strategic alliances, and global redispersible polymer powder market research.

Segment Overview:

This global market has been divided into segments based on type, application, end-use industry, and region.

Based on Type

The global redispersible polymer powder market based on the type is classified into four types as acrylic redispersible polymer powder, vinyl acetate-ethylene redispersible polymer powder, Veova redispersible polymer powder, styrene-butadiene redispersible polymer powder, and others. Out of these types, acrylic redispersible polymer powder is leading the market for its extensive applications in the production of joint filters, cementitious tile adhesives, and grouts. This type has superior benefits like high hydrolysis resistance, significant chemical stability, and enhanced water resistance. Moreover, vinyl acetate-ethylene redispersible polymer powder is securing the fastest growth rate of over 7.50%.

Based on Application

By application, the global market is categorized into four types of applications like tiling & flooring, plastering, mortars, insulation systems. Since 2016, the tiling and flooring segment is leading the market and is expected to continue its dominance in the future too. In 2016, the tile & flooring segment market value is registered as USD 533.8 million and is predicted to grow at a CAGR of 7.24% during the forecast period. The mortars segment is holding the second leading application and the insulation system is expected to gain the fastest rate of more than 7.28% in the review period.

Based on End-use Industry

The global market by end-use industry is trifurcated into residential construction, non-residential construction, and industrial construction. Out of these industries, the residential segment is dominating the market for the growing urbanization rate across emerging countries. The rise in residential construction leads to propel the growth avenues of the roofing market that extensively uses redispersible polymer powder. Additionally, government bodies are supporting construction activities that grant tax benefits and subsidies is boosting the growth of the residential construction segment.

Based on Region

Region-wise, globally, this market is divided into five main geographies like Asia-Pacific, North America, Latin America, Europe, and the Middle East & Africa. Among these regions, the Asia-Pacific region is leading the market and is expected to exhibit a significant rate of 7.59% during the assessment period. This growth is attributed due to the rising foreign direct investments and the fast rate of urbanization.

Regional Analysis -

Geographically, this market is analyzed into five major regions like North America, Latin America, Europe, Asia-Pacific, and the Middle East & Africa. Out of these regions, the Asia-Pacific region is dominating the highest redispersible polymer powder market share of 7.59% during the review period. China is the leading position for huge investments in the residential and commercial sector. The growing foreign direct investments and the fast rate of urbanization are boosting the market in this region. Apart, Japan emerges as the second-largest market in this region for an increasing number of manufacturers striving to solidify their distribution channels and presence in the country.

Europe is expected to grow as the second-largest lucrative market value at USD 381 million with a growth rate of 5.9% CAGR with the presence of Germany and Italy. Due to the rising focus on green buildings and the thriving construction industry, Poland is predicted to capture the highest growth rate. The surge in the tile adhesive sector, growing spending on renovation, and repair and new construction projects are escalating the global market in this region.

Competitive Landscape

The prominent key players in this market outlook are the following:

- Divnova Specialities (India)
- Akzo Nobel N.V (Netherlands)
- Ashland Global Holding (U.S)
- Hexicon Inc (U.S)
- Synthomer Plc (UK)
- Wacker Chemie AG (Germany)
- Puyang

Recent Developments

- In April 2020, the highly populated Celanese Corporation decided to acquire Elotex's range of redispersible polymer powder which improves the sustainability quotient of the building materials. Celanese got success in owning the worldwide production units for these polymer powders across Asia and Europe coupled with every product under Elotex's portfolio along with its commercial facilities, technology, and customer agreements.
- In June 2020, one of the leading enterprises, Celanese Corporation introduces the advanced Elotex range, Elotex FX 1000. This latest powder is based on vinyl versatile and copolymer vinyl acetate and helps in boosting the performance and quality of flexible, high-class, cementitious tile adhesives. This Elotex FX1000 also exhibits impressive eco-friendliness by helping the end-use industries to design the tile adhesives according to the strict environmental regulations about dry mortars.

Report Overview:

This global market research includes the Market Overview, COVID-19 analysis, Market Dynamics, Study Objectives, Segment Overview, Regional Analysis, Competitive Landscape, Recent developments, Segmentation Table, and FAQs. The market scenario includes the market drivers, restraints, challenges, and opportunities. The market forecast is segmented based upon the end-use industry, type, region, and applications. The detailed analysis provided in this report gives in-depth market insights to everyone willing to know about such details.

Segmentation Table

The market trends have been segmented globally based on the type, application, end-use industry, and region.

By Type

Acrylic redispersible polymer powder, vinyl acetate-ethylene redispersible polymer powder, Veova redispersible polymer powder, styrene-butadiene redispersible polymer powder, and others.

By Application

Tiling & flooring, plastering, mortars, insulation systems

By End-use Industry

Residential construction, non-residential construction, and industrial construction.

By Region

Asia-Pacific, Europe, North America, and the rest of the world are the four main geographies included in this market.

Table of Content:

Contents	
1 Report Prologue	
2 Scope Of The Report	
2.1 Market Definition	19
2.2 Scope Of The Study	19
2.2.1 Research Objectives	19
2.2.2 Assumptions	19
2.2.3 Limitations	19
2.3 Market Structure	20
3 Research Methodology	
3.1 Research Process	23
3.2 Primary Research	24
3.3 Secondary Research	24
3.4 Market Size Estimation	24
3.5 Forecast Model	25
4 Market Impact Analysis	
4.1 Drivers	27
4.1.1 Boom In Residential Construction Activity	27
4.1.2 Increasing Non-Residential Construction Activity	28
4.1.3 Growing Tile Market	29
4.2 Restraint	30
4.2.1 Volatility Of Raw Material Prices & Challenges In Spray Drying	30
5 Market Factor Analysis	
5.1 Supply Chain Analysis	32
5.1.1 Polymer Dispersion Suppliers	32
5.1.2 Redispersible Polymer Powder Manufacturer	32
5.1.3 Redispersible Polymer Powder Distributors	32
5.1.4 Redispersible Polymer Powder End-Users	33
5.2 Porter's Five Forces Analysis	33
5.2.1 Threat Of New Entrants	33
5.2.2 Threat Of Rivalry	33
5.2.3 Threat Of Substitute	33
5.2.4 Bargaining Power Of Supplier	34
5.2.5 Bargaining Power Of Buyer	34
6 Global Redispersible Polymer Powder Market, By Type	
6.1 Introduction	36
6.2 Acrylic Redispersible Polymer Powder	38
6.3 Vinyl Acetate Ethylene Redispersible Polymer Powder	39
6.4 VAE-VeoVa Redispersible Polymer Powder	40
6.5 Styrene Butadiene Redispersible Polymer Powder	41
6.6 Others	42
7 Global Redispersible Polymer Powder Market, By Application	
7.1 Introduction	45
7.2 Tiling & Flooring	47
7.3 Plastering	48
7.4 Mortars	49
7.5 Insulation System	50
7.6 Others	52
8 Global Redispersible Polymer Powder Market, By End User Industry	
8.1 Introduction	54
8.2 Residential Construction	56
8.3 Commercial Construction	57
8.4 Industrial Construction	59
9 Global Redispersible Polymer Powder Market, By Region	
9.1 Introduction	61
9.2 North America	66
9.2.1 PESTL Analysis	67
9.2.2 U.S.	71
9.2.3 Canada	74
9.3 Europe	77
9.3.1 PESTL Analysis	78
9.3.2 Germany	83
9.3.3 UK	86

9.3.4 France	89
9.3.5 Spain	92
9.3.6 Italy	95
9.3.7 Poland	98
9.3.8 Rest Of Europe	101
9.4 Asia Pacific	104
9.4.1 PESTL Analysis	105
9.4.2 China	110
9.4.3 Japan	113
9.4.4 India	116
9.4.5 Australia	119
9.4.6 South Korea	122
9.4.7 Rest Of Asia Pacific	125
9.5 Latin America	128
9.5.1 PESTL Analysis	129
9.5.2 Brazil	134
9.5.3 Mexico	137
9.5.4 Argentina	139
9.5.5 Rest Of Latin America	142
9.6 Middle East & Africa	145
9.6.1 PESTL Analysis	146
9.6.2 Turkey	151
9.6.3 Saudi Arabia	154
9.6.4 U.A.E	157
9.6.5 Rest Of Middle East & Africa	160
10 Company Landscape	
10.1 Introduction	164
10.2 Market Share Analysis (Major Players)	164
10.3 Production Analysis	165
10.4 Key Development & Strategies	165
11 Company Profiles	
11.1 WACKER CHEMIE AG	169
11.1.1 Company Overview	169
11.1.2 Financials	169
11.1.3 Products	169
11.1.4 Strategy	169
11.1.5 Key Developments	169
11.2 The Dow Chemical Company	170
11.2.1 Company Overview	170
11.2.2 Financials	170
11.2.3 Products	170
11.2.4 Strategy	170
11.2.5 Key Developments	170
11.3 Acquos	171
11.3.1 Company Overview	171
11.3.2 Financials	171
11.3.3 Products	171
11.3.4 Strategy	171
11.3.5 Key Developments	171
11.4 Akzo Nobel N.V.	172
11.4.1 Company Overview	172
11.4.2 Financials	172
11.4.3 Products	172
11.4.4 Strategy	172
11.4.5 Key Developments	172
11.5 Ashland Global Holding	173
11.5.1 Company Overview	173
11.5.2 Financials	173
11.5.3 Products	173
11.5.4 Strategy	173
11.5.5 Key Developments	173
11.6 Hexion Inc.	174
11.6.1 Company Overview	174
11.6.2 Financials	174
11.6.3 Products	174
11.6.4 Strategy	174
11.6.5 Key Developments	174
11.7 Synthomer Plc	175
11.7.1 Company Overview	175
11.7.2 Financials	175
11.7.3 Products	175
11.7.4 Strategy	175
11.7.5 Key Developments	175
11.8 Bosson Union Tech	176
11.8.1 Company Overview	176
11.8.2 Financials	176
11.8.3 Products	176
11.8.4 Strategy	176
11.8.5 Key Developments	176
11.9 BASF SE	177
11.9.1 Company Overview	177
11.9.2 Financials	177
11.9.3 Products	177
11.9.4 Strategy	177
11.9.5 Key Developments	177
11.10 Puyang Yintai Industrial	178
11.10.1 Company Overview	178
11.10.2 Financials	178
11.10.3 Products	178
11.10.4 Strategy	178
11.10.5 Key Developments	178
11.11 Benson Polymers Limited	179
11.11.1 Company Overview	179

11.11.2 Financials	179
11.11.3 Products	179
11.11.4 Strategy	179
11.11.5 Key Developments	179
11.12 Dairen Chemical Corporation	180
11.12.1 Company Overview	180
11.12.2 Financials	180
11.12.3 Products	180
11.12.4 Strategy	180
11.12.5 Key Developments	180
11.13 Organic Kimya	181
11.13.1 Company Overview	181
11.13.2 Financials	181
11.13.3 Products	181
11.13.4 Strategy	181
11.13.5 Key Developments	181
11.14 Divnova Specialities	182
11.14.1 Company Overview	182
11.14.2 Financials	182
11.14.3 Products	182
11.14.4 Strategy	182
11.14.5 Key Developments	182
12 Conclusion	

13 List Of Tables

TABLE 1 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION)	31
TABLE 2 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS)	32
TABLE 3 GLOBAL ACRYLIC REDISPERSIBLE POLYMER POWDER MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	33
TABLE 4 GLOBAL ACRYLIC REDISPERSIBLE POLYMER POWDER MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	33
TABLE 5 GLOBAL VINYL ACETATE ETHYLENE REDISPERSIBLE POLYMER POWDER MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	34
TABLE 6 GLOBAL VINYL ACETATE ETHYLENE REDISPERSIBLE POLYMER POWDER MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	35
TABLE 7 GLOBAL VAE-VEOVA REDISPERSIBLE POLYMER POWDER MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	35
TABLE 8 GLOBAL VAE-VEOVA REDISPERSIBLE POLYMER POWDER MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	36
TABLE 9 GLOBAL STYRENE BUTADIENE REDISPERSIBLE POLYMER POWDER MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	36
TABLE 10 GLOBAL STYRENE BUTADIENE REDISPERSIBLE POLYMER POWDER MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	37
TABLE 11 GLOBAL STYRENE BUTADIENE REDISPERSIBLE POLYMER POWDER MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	37
TABLE 12 GLOBAL STYRENE BUTADIENE REDISPERSIBLE POLYMER POWDER MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	38
TABLE 13 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION)	40
TABLE 14 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS)	41
TABLE 15 GLOBAL TILING & FLOORING MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	42
TABLE 16 GLOBAL TILING & FLOORING MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	42
TABLE 17 GLOBAL PLASTERING MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	43
TABLE 18 GLOBAL PLASTERINGMARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	43
TABLE 19 GLOBAL MORTARS MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	44
TABLE 20 GLOBAL MORTARS MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	44
TABLE 21 GLOBAL INSULATION SYSTEM MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	45
TABLE 22 GLOBAL INSULATION SYSTEM MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	46
TABLE 23 GLOBAL OTHERS MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	47
TABLE 24 GLOBAL OTHERS MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	47
TABLE 25 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION)	49
TABLE 26 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS)	50
TABLE 27 GLOBAL RESIDENTIAL CONSTRUCTION MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	51
TABLE 28 GLOBAL RESIDENTIAL CONSTRUCTION MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	51
TABLE 29 GLOBAL COMMERCIAL CONSTRUCTION MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	52
TABLE 30 GLOBAL COMMERCIAL CONSTRUCTION MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	53
TABLE 31 GLOBAL INDUSTRIAL CONSTRUCTION MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (USD MILLION)	54
TABLE 32 GLOBAL INDUSTRIAL CONSTRUCTION MARKET FOR REDISPERSIBLE POLYMER POWDER MARKET, BY REGIONS, (2020-2027) (KILO TONS)	54
TABLE 33 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY REGION, (2020-2027) (USD MILLION)	56
TABLE 34 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY REGION, (2020-2027) (KILO TONS)	57
TABLE 35 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION)	57
TABLE 36 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS)	58
TABLE 37 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD	

MILLION) 58
TABLE 38 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 59
TABLE 39 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 59
TABLE 40 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 59
TABLE 41 NORTH AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY COUNTRY, (2020-2027) (USD MILLION) 62
TABLE 42 NORTH AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY COUNTRY, (2020-2027) (KILO TONS) 62
TABLE 43 NORTH AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 63
TABLE 44 NORTH AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 63
TABLE 45 NORTH AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 64
TABLE 46 NORTH AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 64
TABLE 47 NORTH AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 65
TABLE 48 NORTH AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 65
TABLE 49 U.S. REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 66
TABLE 50 U.S. REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 66
TABLE 51 U.S. REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 67
TABLE 52 U.S. REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 67
TABLE 53 U.S. REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 68
TABLE 54 U.S. REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 68
TABLE 55 CANADA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 69
TABLE 56 CANADA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 69
TABLE 57 CANADA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 70
TABLE 58 CANADA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 70
TABLE 59 CANADA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 71
TABLE 60 CANADA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 71
TABLE 61 EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY COUNTRY, (2020-2027) (USD MILLION) 74
TABLE 62 EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY COUNTRY, (2020-2027) (KILO TONS) 74
TABLE 63 EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 75
TABLE 64 EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 75
TABLE 65 EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 76
TABLE 66 EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 76
TABLE 67 EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 77
TABLE 68 EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 77
TABLE 69 GERMANY REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 78
TABLE 70 GERMANY REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 78
TABLE 71 GERMANY REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 79
TABLE 72 GERMANY REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 79
TABLE 73 GERMANY REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 80
TABLE 74 GERMANY REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 80
TABLE 75 UK REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 81
TABLE 76 UK REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 81
TABLE 77 UK REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 82
TABLE 78 UK REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 82
TABLE 79 UK REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 83
TABLE 80 UK REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 83
TABLE 81 FRANCE REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 84
TABLE 82 FRANCE REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 84
TABLE 83 FRANCE REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 85
TABLE 84 FRANCE REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 85
TABLE 85 FRANCE REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 86
TABLE 86 FRANCE REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 86
TABLE 87 SPAIN REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 87
TABLE 88 SPAIN REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 87
TABLE 89 SPAIN REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 88
TABLE 90 SPAIN REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 88
TABLE 91 SPAIN REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD

MILLION) 89
TABLE 92 SPAIN REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 89
TABLE 93 ITALY REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 90
TABLE 94 ITALY REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 90
TABLE 95 ITALY REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 91
TABLE 96 ITALY REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 91
TABLE 97 ITALY REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 92
TABLE 98 ITALY REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 92
TABLE 99 POLAND REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 93
TABLE 100 POLAND REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 93
TABLE 101 POLAND REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 94
TABLE 102 POLAND REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 94
TABLE 103 POLAND REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 95
TABLE 104 POLAND REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 95
TABLE 105 REST OF EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 96
TABLE 106 REST OF EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 96
TABLE 107 REST OF EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 97
TABLE 108 REST OF EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 97
TABLE 109 REST OF EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 98
TABLE 110 REST OF EUROPE REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 98
TABLE 111 ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY COUNTRY, (2020-2027) (USD MILLION) 101
TABLE 112 ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY COUNTRY, (2020-2027) (KILO TONS) 101
TABLE 113 ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 102
TABLE 114 ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 102
TABLE 115 ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 103
TABLE 116 ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 103
TABLE 117 ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 104
TABLE 118 ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 104
TABLE 119 CHINA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 105
TABLE 120 CHINA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 105
TABLE 121 CHINA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 106
TABLE 122 CHINA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 106
TABLE 123 CHINA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 107
TABLE 124 CHINA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 107
TABLE 125 JAPAN REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 108
TABLE 126 JAPAN REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 108
TABLE 127 JAPAN REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 109
TABLE 128 JAPAN REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 109
TABLE 129 JAPAN REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 110
TABLE 130 JAPAN REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 110
TABLE 131 INDIA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 111
TABLE 132 INDIA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 111
TABLE 133 INDIA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 112
TABLE 134 INDIA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 112
TABLE 135 INDIA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 113
TABLE 136 INDIA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 113
TABLE 137 AUSTRALIA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 114
TABLE 138 AUSTRALIA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 114
TABLE 139 AUSTRALIA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 115
TABLE 140 AUSTRALIA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 115
TABLE 141 AUSTRALIA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 116
TABLE 142 AUSTRALIA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 116

TABLE 143 SOUTH KOREA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 117

TABLE 144 SOUTH KOREA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 117

TABLE 145 SOUTH KOREA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 118

TABLE 146 SOUTH KOREA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 118

TABLE 147 SOUTH KOREA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 119

TABLE 148 SOUTH KOREA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 119

TABLE 149 REST OF ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 120

TABLE 150 REST OF ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 120

TABLE 151 REST OF ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 121

TABLE 152 REST OF ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 121

TABLE 153 REST OF ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 122

TABLE 154 REST OF ASIA PACIFIC REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 122

TABLE 155 LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY COUNTRY, (2020-2027) (USD MILLION) 124

TABLE 156 LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY COUNTRY, (2020-2027) (KILO TONS) 125

TABLE 157 LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 125

TABLE 158 LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 126

TABLE 159 LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 126

TABLE 160 LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 127

TABLE 161 LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 127

TABLE 162 LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 128

TABLE 163 BRAZIL REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 129

TABLE 164 BRAZIL REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 129

TABLE 165 BRAZIL REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 130

TABLE 166 BRAZIL REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 130

TABLE 167 BRAZIL REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 131

TABLE 168 BRAZIL REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 131

TABLE 169 MEXICO REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 132

TABLE 170 MEXICO REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 132

TABLE 171 MEXICO REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 133

TABLE 172 MEXICO REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 133

TABLE 173 ARGENTINA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 134

TABLE 174 ARGENTINA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 134

TABLE 175 ARGENTINA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 135

TABLE 176 ARGENTINA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 135

TABLE 177 ARGENTINA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 136

TABLE 178 ARGENTINA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 136

TABLE 179 REST OF LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 137

TABLE 180 REST OF LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 137

TABLE 181 REST OF LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 138

TABLE 182 REST OF LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 138

TABLE 183 REST OF LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 139

TABLE 184 REST OF LATIN AMERICA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 139

TABLE 185 MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY COUNTRY, (2020-2027) (USD MILLION) 142

TABLE 186 MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY COUNTRY, (2020-2027) (KILO TONS) 142

TABLE 187 MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 143

TABLE 188 MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 143

TABLE 189 MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 144

TABLE 190 MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 144

TABLE 191 MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY,

(2020-2027) (USD MILLION) 145	
TABLE 192 MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 145	
TABLE 193 TURKEY REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 146	
TABLE 194 TURKEY REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 146	
TABLE 195 TURKEY REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 147	
TABLE 196 TURKEY REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 147	
TABLE 197 TURKEY REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 148	
TABLE 198 TURKEY REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 148	
TABLE 199 SAUDI ARABIA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 149	
TABLE 200 SAUDI ARABIA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 149	
TABLE 201 SAUDI ARABIA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 150	
TABLE 202 SAUDI ARABIA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 150	
TABLE 203 SAUDI ARABIA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 151	
TABLE 204 SAUDI ARABIA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 151	
TABLE 205 U.A.E REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 152	
TABLE 206 U.A.E REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 152	
TABLE 207 U.A.E REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 153	
TABLE 208 U.A.E REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 153	
TABLE 209 U.A.E REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 154	
TABLE 210 U.A.E REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 154	
TABLE 211 REST OF MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 155	
TABLE 212 REST OF MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 155	
TABLE 213 REST OF MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 156	
TABLE 214 REST OF MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 156	
TABLE 215 REST OF MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 157	
TABLE 216 REST OF MIDDLE EAST & AFRICA REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 157	
TABLE 217 GLOBAL REDISPERSIBLE POLYMER POWDER PRODUCTION ANALYSIS, BY KEY PLAYERS (2020) 160	
TABLE 218 KEY DEVELOPMENT (2020-2027) 160	
14 List Of Figures	
FIGURE 1 TOP DOWN & BOTTOM-UP APPROACH 22	
FIGURE 2 FORECAST MODEL 23	
FIGURE 3 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (USD MILLION) 29	
FIGURE 4 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY TYPE, (2020-2027) (KILO TONS) 30	
FIGURE 5 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (USD MILLION) 38	
FIGURE 6 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY APPLICATION, (2020-2027) (KILO TONS) 39	
FIGURE 7 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (USD MILLION) 47	
FIGURE 8 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET, BY END USE INDUSTRY, (2020-2027) (KILO TONS) 48	
FIGURE 9 GLOBAL REDISPERSIBLE POLYMER POWDER MARKET SHARE, BY REGION, 2020 (%) 54	
FIGURE 10 MARKET SHARE ANALYSIS, KEY PLAYERS, (VOLUME), 2020 (%) 157	
FIGURE 1 GLOBAL STYRENE BUTADIENE STYRENE MARKET SHARE AND CAGR% (2020) 162	