



## **PU CHEMICALS AND PRODUCTS IN THE AMERICAS 2014 FIRST EDITION**

**IAL Consultants is pleased to announce the recent publication of the first edition of its report on the markets for Polyurethane Chemicals and Products in the Americas (North America and South America).**

This new study updates and expands upon the information included in our previous study on South America published in 2012, and includes the countries of North America for the first time. The information contained within this report is based upon an extensive programme of interviews throughout the industry. The report contains both PU product production and raw material consumption figures with 2013 as the base year and market forecasts provided to 2018.

The report is presented in eight volumes. The titles of all eight volumes are:

<b>Volume 1 – Raw Materials</b>
<b>Volume 2 – Flexible Foam</b>
<b>Volume 3 – Rigid Foam</b>
<b>Volume 4 – Coatings</b>
<b>Volume 5 – Adhesives &amp; Sealants</b>
<b>Volume 6 – Elastomers</b>
<b>Volume 7 – Binders</b>
<b>Volume 8 – End-Use Markets</b>

Total production of polyurethane products in the Americas is reported to have been **3.98 million tonnes in 2013** compared with 3.84 million tonnes in 2012. By 2018 this figure is forecast to be **4.78 million tonnes**, equivalent to an average growth of 3.7% p.a. over the next five years.

The polyurethane industry remains larger by far in North America, which is dominated by the USA, but expected growth rates are strongest in the developing South American market, at 4.7% p.a. over the forecast period.

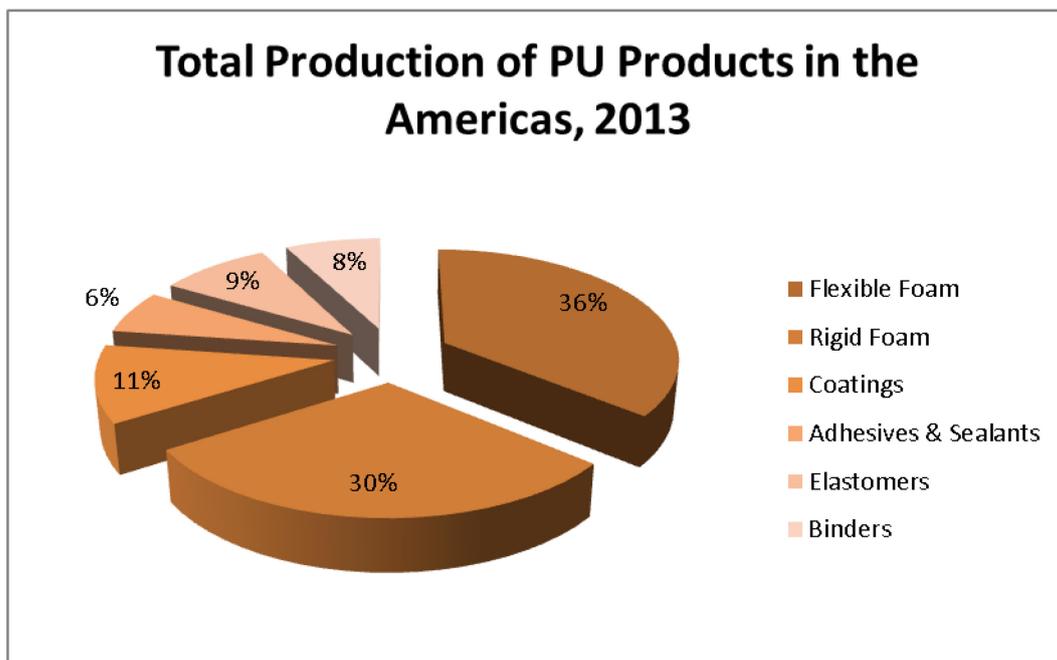
**Total Americas Production of All PU Products & Growth Rates by Region, 2013-2018 (Tonnes)**

Region/Country	2013 (Tonnes)	2018 (Tonnes)	2013-2018 (% Growth p.a.)
North America	3,203,490	3,804,870	3.5
South America	776,280	976,415	4.7
<b>Total Americas</b>	<b>3,979,770</b>	<b>4,781,285</b>	<b>3.7</b>

Source: IAL Consultants

Flexible Foam and Rigid Foam dominate the production of polyurethane products in the Americas, with shares of 36% and 30% respectively. The CASE and Binders segments are comparatively much smaller.

Total production of polyurethane by major product type is as follows:



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The data in this eight-volume report includes raw material consumption by product type, by region, by country and by major end-use industry. The Raw Materials volume contains comprehensive supply and demand data for all of the major polyurethane raw material types. The Major End-Use Markets volume contains an overview of the major markets for PU products and a summary of trends and drivers.

The report is available for the following prices:

	Price
<b>Volume 1 – Raw Materials</b>	<b>Only available with full report</b>
<b>Volume 2 – Flexible Foam</b>	<b>€2,500</b>
<b>Volume 3 – Rigid Foam</b>	<b>€2,500</b>
<b>Volume 4 – Coatings</b>	<b>€2,000</b>
<b>Volume 5 – Adhesives &amp; Sealants</b>	<b>€2,000</b>
<b>Volume 6 – Elastomers</b>	<b>€2,000</b>
<b>Volume 7 – Binders</b>	<b>€1,000</b>
<b>Volume 8 – Major End-Use Markets</b>	<b>€3,000</b>
<b>THE COMPLETE REPORT</b>	<b>€12,000</b>
<b>THE COMPLETE REPORT – ONLINE DATABASE PACKAGE</b>	<b>PRICE ON APPLICATION</b>

#### IAL'S PU Database

- The PU Americas report is also available as part of IAL's **Global online database system called Enterprise**, which will from now on form a key part of its services to the PU industry and its affiliates.
- IAL's database provides a **comprehensive and fast tool** that enables clients to analyse all data available efficiently and to every desirable level of detail.
- The regional PDF reports remain a complementary, qualitative offering to the database, and will from 2014 on be updated on a biannual basis.
- Database updates following the latest industry feedback and showing up-to-date forecasts are planned to be published biannually, with live updates throughout the year.
- Historic, current and 5-year forecast data will be available in an **online pivot table format**.
- Users can create data tables to their own designs and needs and compare data across different regions and countries.

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