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**PRESS RELEASE**

**19<sup>th</sup> JULY 2010**

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## **THE EUROPEAN PLASTICS ADDITIVES MARKET**

**IAL Consultants is pleased to announce the availability of a new publication for the plastic additives sector, entitled The European Plastics Additives Market. The study provides an overview of the 2009 market sizes for additives used in the plastics industry, together with trends which are driving these markets.**

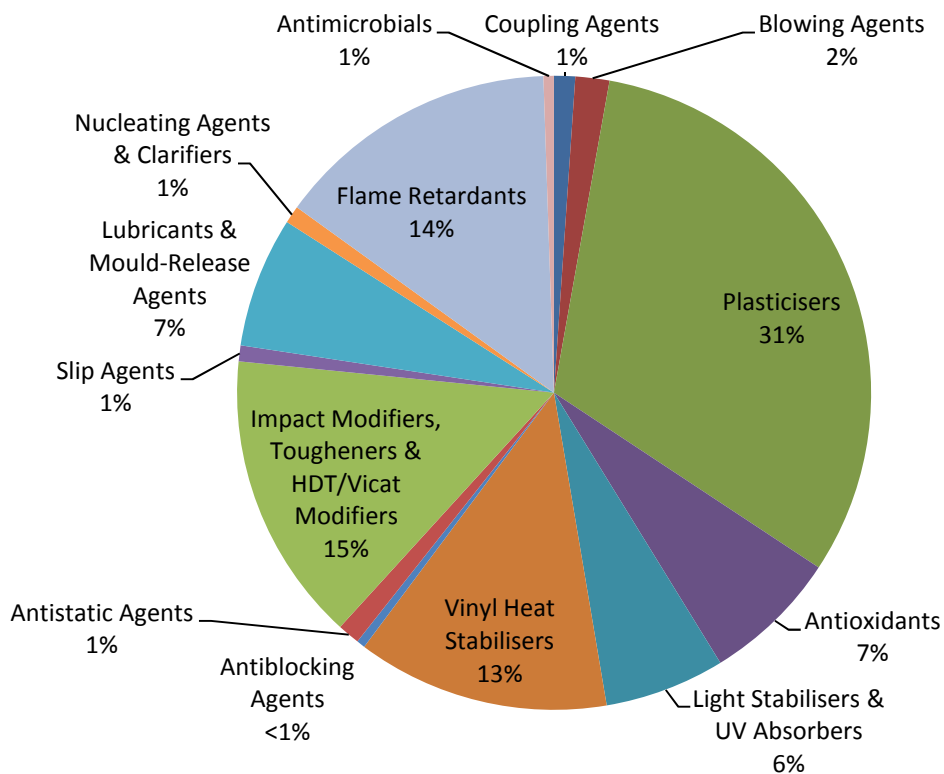
At a time when the plastics sector has started to show signs of recovery after the severe impact of the economic crisis, IAL Consultants has published a new survey on the European Plastics Additives Market. This report reviews the market scene for 2008-2009 and projects the position onwards until 2015.

After many years of steady growth, the plastics industry has seen a rapid and significant reversal of fortunes over the 2008-2009 economic crisis. This report redefines the market at its low point and shows how recovery will be seen over the next five years to 2015. A variety of factors are influencing plastics and the way the market is evolving; these include economic issues, technology, legislative trends and consumer attitudes & pressures. The report has been constructed by carefully considering these key drivers and analysing the plastics and additives industry via personal interviews with suppliers, consumers and trade associations, as well as a review of published data.

With Europe continuing to grow and new member states knocking on the door, the report covers the EU-27 as well as the CIS and Turkey. Its scope includes a broad array of individual classes of additives for use in thermoplastics, from plasticisers, blowing agents through to fire retardants. Additives are grouped within 5 families; compounding & formulating ingredients, stabilising additives, polymer modifiers, performance enhancers and safety & aesthetics. Producers markets presence is included within the individual additives sections.

The plastics additives markets directly reflect the welfare of the plastics industry in general. As plastics have suffered an unprecedented and significantly deleterious impact [as much as -30% Q4 2008 and -26% 1<sup>st</sup> half 2009, depending on polymer/application] caused by the economic crisis, this was also seen in the additives markets. However, the indications are that plastics markets are levelling off with some recovery since the second quarter of 2009, improvements in the first quarter of 2010 and should return to growth, albeit from a lower base-point.

## European Plastics Additives Market Value by Product Type, 2009



Source: IAL Consultants

The combined additives markets (EU-27, CIS & Turkey) were estimated at around 2.2 million tonnes, with a value of €5.3 billion in 2009. This represents a 20% reduction in volumes yet only a 3% fall in value compared to the pre-downturn levels for 2007. The causes of these volume/value shifts and their outcome are discussed. Geographical developments, associated market trends and segmentation are reviewed within the chapters.

Legislation is reviewed as new directives and recasts of established directives come into play. Driven by the needs of REACH and consumer pressure, the impact of legislation on the additives is significant. The report looks at life-cycle regulations, waste management & environmental issues and how they affect the additives sector.

*The European Plastics Additives Market* from IAL Consultants has the following contents:

1. Introduction
2. Executive Summary
3. Plastics and Thermoplastic Polymers Market Evolution
4. Compounding & Formulating Additives
5. Polymer Stabilisers
6. Polymer Modifiers
7. Performance Additives
8. Safety & Aesthetics Additives
9. Directory of Suppliers

For more details on this study, priced at €4,500, please contact:

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