

WORLDWIDE VINYL ACETATE DERIVATIVES

Polyvinyl acetate, Polyvinyl alcohol, Polyvinyl butyral and Ethylene Vinyl Alcohol

MARKETS, TECHNOLOGIES & TRENDS

2006-2011-2025

**Prospectus For
An In-Depth Strategic Analysis
Available for Immediate Delivery**

What is the future of VAM derivatives?

Which VAM derivatives are specialties, differentiated commodities, or commodities?

HOW DO YOU DEFINE AN IDEAL VAM DERIVATIVES COMPANY?

Who are the major suppliers of VAM derivatives?

What are the critical factors enabling suppliers to gain competitive advantage?



What are the critical markets for future growth?

What are the critical markets that helped growth in the past?

CAN THE SYNERGIES BETWEEN DIFFERENT DERIVATIVES HELP SUPPLIERS IN GAINING A COMPETITIVE ADVANTAGE?

**What are the growth markets? What are the met/unmet needs? By Region
Is this industry attractive for a new entrant? What are the critical success factors?**

What are the target regions and applications for a new entrant?



WHAT ARE THE MAJOR EVENTS EVOLVING/SHAPING THE FUTURE OF THE INDUSTRY ?



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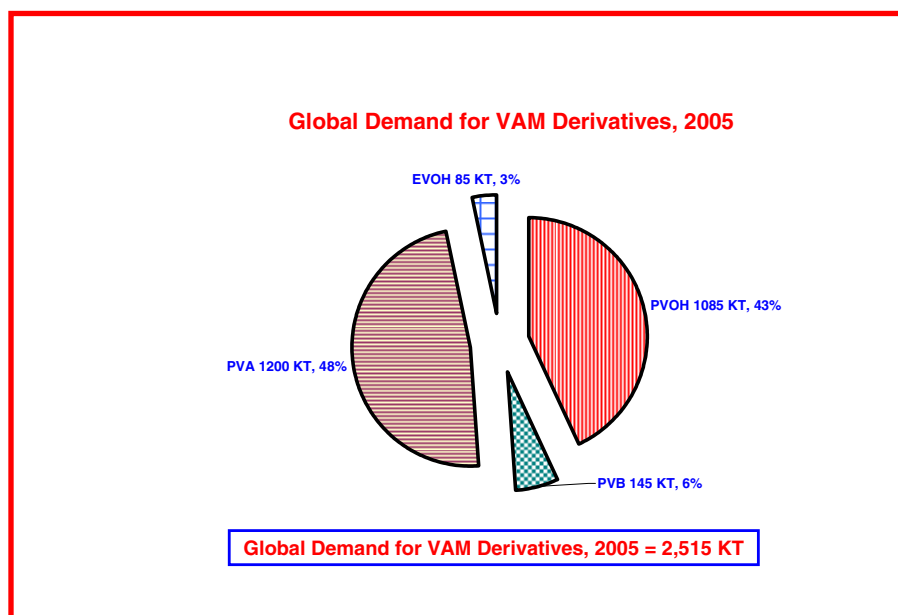


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INTRODUCTION

The major derivatives of vinyl acetate monomer include: polyvinyl acetate (PVAc), polyvinyl alcohol (PVOH), polyvinyl butyral (PVB), and ethylene vinyl alcohol (EVOH). Among the vinyl acetate monomer derivatives, EVOH is the most specialized product followed by PVB and PVOH. The knowledge of end-use markets for all of these products becomes an important factor for participating in these businesses. EVOH has the highest global growth rate, 7.8% followed by PVOH, 4.3% and PVB, 3.0%. New applications for EVOH are continuing to grow driven by modernizing Asian economies that are beginning to demand convenience foods and barrier packaging. PVOH is being fueled primarily by textiles and the growth of the Chinese and Indian economies. PVB applications are the most mature, ties primarily to the auto industry with some new incremental growth coming in architectural glass.



A NEW MULTICLIENT STUDY

Chemical Market Resources, Inc., with our extensive experience in (1) flexible polymers, (2) all other polymers, and (3) flexible PVC, is undertaking a comprehensive global strategic business/technical analysis that reports on this fast-changing

intermaterial competition arena. Our in-depth examination and methodology are designed to assist companies in monitoring the rapid developments, analyzing the trends and capitalizing on the many opportunities in these changing markets and technologies.

The report will benefit: (1) present and future VAM derivatives participants, (2) compounders and end users, (3) other industry participants, and (4) the individual end users, entrepreneurs, and organizations attempting to understand these complex issues and capture future growth in the marketplace.



OBJECTIVES

- ✿ *Define the worldwide status of VAM derivatives: PVAc, PVOH, PVB & EVOH in terms of: (1) end use markets, (2) trends and (3) regional differences*
- ✿ *Understand and present the raw material and end-use markets synergies that determine the participation of various suppliers*
- ✿ *Provide an accurate assessment of the future of the industry while keeping in view the history/evolution of the industry*
- ✿ *Assist producers and converters with an assessment of the current and future intermaterial competition and possible product substitution strategic options*
- ✿ *Assist new suppliers in assessing the key regions and applications of VAM derivatives*

KEY ISSUES TO BE ADDRESSED

- ✿ *The worldwide VAM derivatives market/technology status and concerns of: (1) end users, (2) producers and (3) competing material suppliers in North America, Western Europe, Japan, China, Asia/Pacific and Rest of the World*
- ✿ *Worldwide resin, compound and additive supplier responses to key issues*
- ✿ *Suppliers' current and future impact of key issues on markets and their vulnerability in selected end use markets with multi-attribute analysis of met/unmet needs in major end uses.*

TIMING & SUBSCRIPTION INFORMATION

An order form is included as the last page of this prospectus. The report is **AVAILABLE FOR IMMEDIATE DELIVERY**. The price per report will be \$12,000. Additional copies will be available for \$500 each. The electronic copy of the report is available for \$3,000.

APPROACH

The information, data and conclusions of this analysis will be developed from sources in North America, Western Europe, Japan, and Asia and are based upon, but not limited to, the following methods:

- ✿ *Search, review and interpretation of information from government sources, trade and industry groups, public interest groups, government agencies, published articles and product promotional information*
- ✿ *Information from private experts and CMR proprietary projects (over 20 of them related to these topics in the last two years)*
- ✿ *Interviews with leading suppliers, end users and distributors*
- ✿ *The major technology suppliers and E&C organizations*
- ✿ *The systematic approach to market quantification, assessment and opportunity analysis by end use and region*



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Vinyl Alcohol

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2006-2011-2025

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ABOUT OUR COMPANY...

CHEMICAL MARKET RESOURCES, Inc., was founded in 1990 to focus on the areas of marketing research and strategic planning. Our global clientele is concentrated within the chemical, petrochemical, plastics and related industries.

Prior to joining CMR, Inc., our associates held responsible positions in the chemical and allied industries. Our team of professionals has strong technical backgrounds combined with hands-on business experience. Compilation of data, strategic analyses, writing and editing are entirely conducted in our state of the art facilities in-house, to assure quality control at each stage of development. Our strength is in providing our clients close interaction to maximize effectiveness. We provide in-depth analyses with actionable statements in a cost-effective and timely fashion.

Our recently completed multient studies:

Following are our multi-client studies that provide an in-depth strategic analysis on various subjects. Each of these studies are global and provide detailed analysis on markets, technologies, and trends for the respective industry:

1. Worldwide Styrene Block Copolymers
2. Soft TPOs
3. Metallocenes 2000
4. Elastomeric Polyolefins
5. EP Elastomers
6. Intermaterial Competition of Flexible PVC, TPEs and EP(D)M Rubbers versus New Generation Polyolefins
7. High EVA Copolymers
8. Intermaterial Competition of APP/APAO, Specialty Polyolefins versus SB Copolymers

OTHER MULTICLIENT STUDIES INCLUDE

9. Tie Layer Resins
10. Acid Copolymers and Ionomers
11. Polypropylene Films
12. Polypropylene Fibers
13. Polyolefin Foams
14. New Generation Polyolefins – A bimonthly publication showcasing global review of technologies and trends. On-going service, published six times a year – Call for a complimentary copy!

***For fresh and innovative ideas on
Chemicals/Plastics Marketing Research***

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