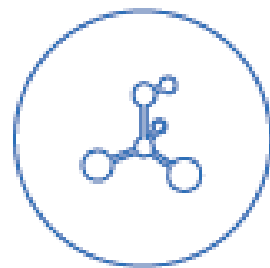


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## PPE: Market Dynamics - Vinyls 2015

Market Dynamics Vinyls - 2015 is one in a series of reports published annually as part of the Petroleum and Petrochemical Economics program.

This report provides an in-depth analysis of the vinyls chain including:

- Ethylene Dichloride (EDC)
- Vinyl Chloride Monomer (VCM)
- Polyvinyl Chloride (PVC)

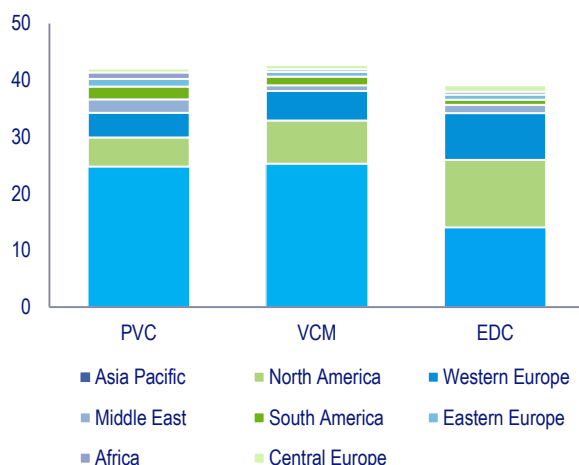
Published: November 2015

### Abstract:

Global PVC demand underperformed between 2011 and 2015, with average growth of around three percent compared to nearly five percent before the global financial crisis. Demand growth has been hampered by the rapid slowdown in construction activities in China and India, as well as only slow recovery of the PVC market in Western Europe and North America. Fast-growing, emerging markets in the Middle East were also adversely affected by the gloomy economic environment during 2012-2015. PVC demand in South America and Eastern Europe exhibited minimal growth or contracted between 2011 and 2015 as a result of economic problems and political instability. The demand growth in 2015 is estimated to be slightly lower than 2014, which was nearly half of that in 2013. The deceleration is caused by the slowdown in most of the regions globally.

However, there have been some positive signs for recovery in 2016, owing to increased construction activity in the United States and some developing economies. Market recovery is also anticipated in Europe. Overall consumption growth is estimated to improve modestly in the next few years.

Global Vinyls Demand, 2015-e  
Million tons



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1. Executive Summary
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- Appendix
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Chapters 3 to 5 are segmented by key geographic region and further segmented by:

- Consumption: Assesses historic and forecast consumption; forecasts are based on projections of end use and economic activity.
- Supply: Includes a list of all producers, their production capacity, location, etc, and discussion of the status of new projects.
- Supply, Demand and Trade: Provides historical analysis and forecasts to 2030 of consumption, production, imports/exports, inventory build-up/decline, capacity and capacity utilisation.

This analysis will identify the issues shaping the industry, as well as provide an independent appraisal of the market.

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- South America
- Western Europe
- Central and Eastern Europe
- Middle East and Africa
- Asia Pacific

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