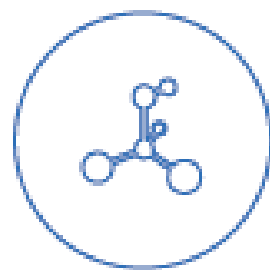


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## PPE: Market Dynamics - Vinyls 2016

Market Dynamics Vinyls - 2016 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)

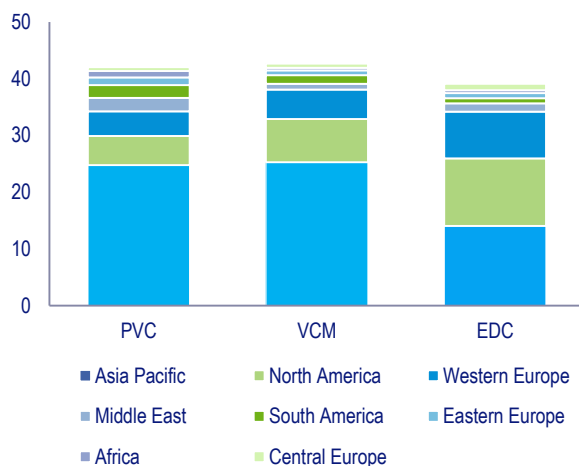
Published: November 2016

### Abstract:

Over the last few years, PVC demand growth has been hampered mainly by a rapid slowdown in construction activity and some concern over the property bubble in China. Demand growth further decelerated in 2015, declining to less than one percent as growth in China reduced from around six percent per year between 2010 and 2013 to around one percent in 2015. Nevertheless, global demand growth improved in 2016, mainly supported by recovering demand in China.

Asia is still the main demand driver globally as it represented nearly 97 percent of global demand incremental from 2013 to 2015. In 2015, demand in North America slightly contracted due to the slowdown in construction activity, while demand in South America drastically declined by nine percent due to the fragile economy. In 2015, Western European demand growth remained positive for the second consecutive year after several years of contraction. The fast growing, emerging market in the Middle East has experienced no growth since 2014, primarily affected by the drop in oil prices. In addition to the lower oil revenues, Russia was also affected by political sanctions, causing the PVC market to contract by six percent in 2015.

Global Vinyls Demand, 2016-e  
Million tons



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  - B. The Vinyls Industry – Technology

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 2035 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.

New in this report is inclusion of the breakdown of PVC demand by emulsion and suspension.

### Subscription Details:

The written report has the regional segmentation:

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

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