

# Vinyl Acetate

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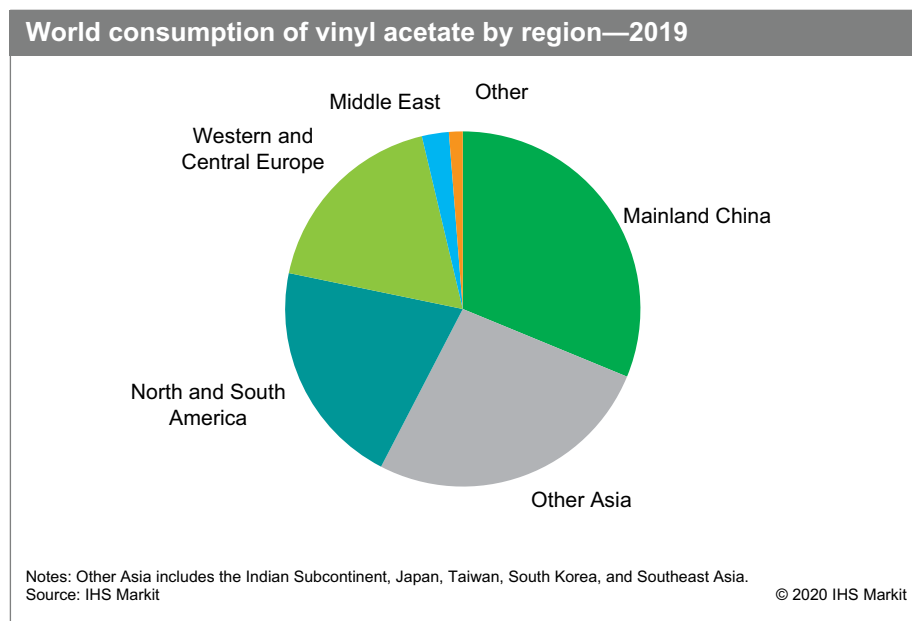
## Abstract

Vinyl acetate (VAM) is a colorless, flammable, volatile liquid with a boiling point of 72–73°C. Practically all use is as a vinyl monomer to produce polyvinyl acetate homopolymers and copolymers. The homo- and copolymers are often further reacted to produce derivatives such as polyvinyl alcohol and ethylene–vinyl alcohol (EVOH).

Vinyl acetate was the largest end use for acetic acid and in 2019 accounted for around 31% of world acetic acid demand. Acetic acid demand for VAM will increase during 2019–24, in line with growth in VAM production. Growth in acetic acid demand is significant for vinyl acetate and is much higher than that observed in 2014–19.

Sales in the primary end-use markets for vinyl acetate—paints, adhesives, textiles, and safety glass sheet for automotive and architectural applications—depend on the performance of the general economy.

The following pie chart shows world consumption of vinyl acetate:



The vinyl acetate industry is an oligopoly—that is, a market with a limited number of producers, because of the high market-entry barriers of high capital costs and limited process technologies.

Globalization continues, with production capacity being added in mainland China. VAM demand is consolidating and has shifted to mainland China and other Asian markets, although the United States and Western Europe remain large mature markets.

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Consumption of vinyl acetate is driven largely by its use in polyvinyl acetate and polyvinyl alcohol. Growth in the consumption of VAM for polyvinyl acetate is expected to be more robust from 2019 to 2024 after modest growth during 2014–19. Demand for polyvinyl alcohol will follow the same trend, and is expected to be higher in 2024 than in 2019. Demand for vinyl acetate in ethylene–vinyl acetate (EVA) and vinyl acetate–ethylene (VAE) is increasing more rapidly.

**For more detailed information, see the table of contents, shown below.**

**IHS Markit's Chemical Economics Handbook – *Vinyl Acetate*** is the comprehensive and trusted guide for anyone seeking information on this industry. This latest report details global and regional information, including



Global summary;  
regional coverage



Producers with  
annual capacities  
and plant sites



Production figures  
and trends



Consumption and  
forecasts by end use  
application



Manufacturing  
processes and  
environmental issues



Trade – imports  
and exports

### Key benefits

**IHS Markit's Chemical Economics Handbook – *Vinyl Acetate*** has been compiled using primary interviews with key suppliers and organizations, and leading representatives from the industry in combination with IHS Markit's unparalleled access to upstream and downstream market intelligence and expert insights into industry dynamics, trade, and economics.

This report can help you

- Identify trends and driving forces influencing chemical markets
- Forecast and plan for future demand
- Understand the impact of competing materials
- Identify and evaluate potential customers and competitors
- Evaluate producers
- Track changing prices and trade movements
- Analyze the impact of feedstocks, regulations, and other factors on chemical profitability

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