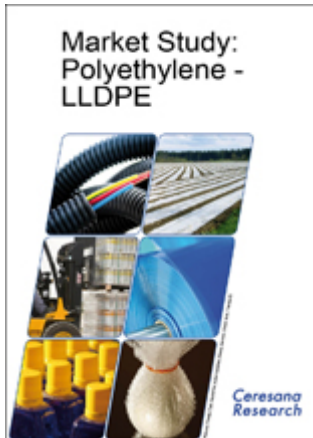


**New Study from Ceresana Research:****LLDPE Market on the Rebound**

LLDPE is one of the most important plastics. This market is recovering well from effects of the economic crisis: “We expect to see significant growth in sales and distribution starting in 2010“, says Oliver Kutsch, owner of Ceresana Research. The market research institution has just released a new study covering this major polymer.

**Late start for LLDPE**

Linear low density polyethylene was offered in North America for the first time during the 1970's; the rest of the world was more hesitant in accepting it. However, following its start-up difficulties, LLDPE became the fastest growing grade of polyethylene. The transparent, exceedingly ductile and dimensionally stable material is now processed primarily into films and other types of packaging. Manufacturers around the world are working on new grades of LLDPE for a variety of additional applications.

**China as a driving Force**

After LLDPE revenue in certain world regions fell by up to a third in 2009, to a combined total of less than 17 billion Euros (24 billion US-Dollars), it is now on the rise again. China's processing industry alone, which is particularly important for LLDPE demand, has plans for capacity increases of roughly 2.7 million tons by the year 2012. The Asia-Pacific region is already the largest market for LLDPE, and the region is expected to consume more than half of all LLDPE manufactured worldwide by 2016.

## **Growth in the Middle East**

Plastic production is also being rapidly expanded in the oil-rich countries of the Middle East. Ceresana Research expects LLDPE manufacturing in this region will grow at a rate of more than 9% per year until 2016. New production facilities are emerging, for example in Saudi Arabia, Qatar, and Kazakhstan. In contrast, Western Europe and North America are not likely to regain their peak production levels from 2008 in the near future.

“Market Study Polyethylene – LLDPE“ is a useful reference work, which presents all essential data regarding this plastic's market – including prognoses up to 2016. Current and future LLDPE manufacturers are presented with 80 company profiles. The study shows the development of individual LLDPE markets for 67 nations, especially the 12 strongest with regard to revenue, detailed with profiles for each country. The report also offers information about technical characteristics, application areas and recycling of LLDPE, in addition to an overview of relevant laws and environmental regulations. The study is available now in English or German from Ceresana Research: [www.ceresana.com](http://www.ceresana.com).

### **About Ceresana Research**

Ceresana Research is one of the world's leading industrial market research institutions. Companies, institutions, and organizations from more than 40 countries have already benefited from our global market data and well-founded prognoses. Our core competencies include: chemicals + plastics + additives + commodities + materials + industrial components + packaging + construction materials.

Visit us at [www.ceresana.com/en](http://www.ceresana.com/en)

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