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TRENDS AND DRIVERS IN THE TACKIFIER INDUSTRY

The paper shares some of ExxonMobil's views on the tackifier industry and its impact on hot melt adhesives. Specifically, it addresses historical trends and drivers, the current state of the industry as well as the emerging trends.

A number of questions are tackled which are relevant to the industry:

- What are the major forces driving the tackifier industry in the twentieth century?
- Why do we see a surge in tackifier capacity, mainly H2 tackifiers, in China?
- Is there opportunity for innovation in tackifiers?
- What is the effect of sustainability on tackifier demand?