CAULKS and SEALANTS in North America MARKET REPORT


AN ASC MARKET REPORT

Written By: DPNA International, Ducker Worldwide and ASC
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The Adhesive and Sealant Council (ASC) is a North American trade association dedicated to representing the adhesives and sealants industry.

The Council is comprised of adhesive and sealant manufacturers, raw material and equipment suppliers, distributors and industry consultants, representing a significant portion of the U.S. industry with operations around the world.

The ASC is issuing this market report on caulks and sealants in an effort to support the 2014 Long Range Plan (LRP). In the LRP, strategic objective 2 is referenced as “Community Knowledge Integration.” Within that objective ASC has set a goal to produce 8 new market reports over the course of the next three years ending in 2017. This report is part of that effort.

The ASC Global Resources Committee has facilitated efforts and conducted surveys to the ASC membership to help identify the best way to spend and deploy resources for this report. ASC retained DPNA International and Ducker Worldwide to conduct the interviews for this report.

**MISSION:** ASC delivers career education, innovation collaboration, community knowledge sharing and a unified industry voice. Together, we accelerate the adoption of adhesives and sealants to strengthen our member businesses.

**VISION STATEMENT:** Innovators secure the future with adhesives and sealants.
Methodology

Ducker Worldwide and DPNA International worked collaboratively with ASC to conduct primary research with sealant market participants focusing on market size and segmentation information as well as trends and market drivers for the sealant industry. Primary research was supplemented by secondary research to triangulate analytics and develop meaningful analyses, forecasts and trend information.
Methodology

DPNA International assessed the total market size and segmentation for sealants in North America. Ducker focused its research on sub segments within the sealant industry that represent the greatest opportunity.

**DPNA International**
- Conducted in-person and telephone interviews with 18 sealant formulators and industry participants
- Supplemented primary research with secondary research
- Gathered additional insights via interaction with participants at ASC Caulks and Sealants Short Course sessions conducted by DNPA International President

**Ducker Worldwide**
- Conducted 71 telephone interviews with industry participants:
  - Government agencies and other industry participants
  - Sealant manufacturers
  - Architects and specifiers
  - End users
- Research focused on targeted qualitative insights
- Supplemented primary research with in-house and secondary research

*Caution: Small sample size used for qualitative research.*
Methodology

*Caution: Small sample size used for qualitative research.*
Sample of Respondents Interviewed