During the recent years, the global capacity of styrene butadiene rubber (SBR) has experienced slow growth, with increment primarily from the Asia-Pacific region where the automotive sector is developing rapidly, especially in China. The capacity of SBR in China totaled 740 kilotons in 2007, 840 kilotons in 2008, and 1.04 million tons in 2009, up 23.8%YoY. Promisingly, it will reach 1.24 million tons in 2010.
In 2009, fueled by robust growth in the output of automobiles and consumer durables, the apparent consumption of SBR in China arrived at 1.132 million tons. Of which, China Petroleum & Chemical Corporation (Sinopec) and China National Petroleum Corporation (CNPC) enjoyed market share of 28% and 27% respectively, while imports took 28.5%, accordingly, the imported SBR played a decisive role as the insufficient capacity in China brought along the massive export from countries like South Korea, Russia, and Japan. Along with the rapid capacity expansion of SBR in China, the domestic self-sufficiency rate will continue to rise and the import will tend to decline.

The report not only probes into the output & sales of SBR, consumption structure & development trend, SBR industrial segments, import & export, the influence of upstream & downstream development on SBR industry, etc. but also analyzes the global key SBR enterprises, present Chinese SBR enterprises and the projects under construction.
The world’s large SBR manufacturers concentrate in developed countries and regions such as Europe & America, Japan, and South Korea, mainly Goodyear Tire & Rubber Company, Ente Nazionale Ldrocarburi (ENI), Korea Kumho Petrochemical Co., Ltd. (KKPC), and JSR Corporation. The SBR enterprises in developed countries are characterized by large capacity, relatively abundant SBR varieties, and high product performance. The products get primarily applied in high-grade tires.

Chinese SBR enterprises mainly cover SINOPEC Qilu Company, YPC-GPRO (Nanjing) Rubber Company Limited (YGC), and SINOPEC Shanghai Gaoqiao Petrochemical Corporation, Jilin Chemical Group Company, Lanzhou Petrochemical Corporation, and Dushanzi Petrochemical Co., Ltd, as well as joint ventures like Shen Hua Chemical Industrial Co., Ltd. (a subsidiary in mainland China of Taiwan-based TSRC Corp.) and Bridgestone (Huizhou) Synthetic Rubber Co., Ltd. (a Japanese-funded enterprise). Consisting of Hangzhou Zhechen Rubber Co., Ltd., Tianjin Lugang Petroleum Rubber Co., Ltd., Fujian Meizhou Bay Chlor-Alkali Industry Co., Ltd., etc., the private businesses have further activated the SBR market competition by virtue of their strong learning ability and flexible system.
6 SBR Market Segments
6.1 Emulsion Polymerized Styrene Butadiene Rubber (ESBR) Market
   6.1.1 Production
   6.1.2 Development Trend
6.2 Solution Polymerized Styrene Butadiene Rubber (SSBR) Market
   6.2.1 Production
   6.2.2 Demand
   6.2.3 Development Suggestions

7 Global Major SBR Enterprises
7.1 Goodyear Tire & Rubber Co., Ltd
    7.2 International Specialty Products (ISP)
       7.2.1 Profile
       7.2.2 SBR Business
7.3 Dow Chemical
   7.3.1 Operation
   7.3.2 SBR Business
7.4 Ente Nazionale Idrocarburi (ENI)
   7.4.1 Profile
   7.4.2 Operation of Petrochemical Division
7.5 LANXESS
   7.5.1 Profile
   7.5.2 Operation
   7.5.3 SBR Business
7.6 SIBUR
   7.6.1 Profile
   7.6.2 Operation
   7.6.3 SBR Business
7.7 Korea Kumho Petrochemical Co., Ltd. (KKPC)
7.8 JSR Corporation
   7.8.1 Profile
   7.8.2 Operation
   7.8.3 SBR Business
7.9 ZEON Group

8 Chinese SBR Enterprises
8.1 SINOPEC Qilu Company
   8.1.1 Profile
   8.1.2 SBR Business
8.2 Jilin Petrochemical Company
8.2.1 Profile
8.2.2 SBR Business
8.3 Lanzhou Petrochemical Corporation
  8.3.1 Profile
  8.3.2 SBR Business
8.4 Shen Hua Chemical Industrial Co., Ltd.
8.5 SINOPEC Shanghai Gaoqiao Petrochemical Corporation
8.6 Dushanzi Petrochemical Co., Ltd.
8.7 YPC-GPRO (Nanjing) Rubber Company Limited (YGC)
8.8 Bridgestone (Huizhou) Synthetic Rubber Co., Ltd.
8.9 Fujian Meizhou Bay Chlor-Alkali Industry Co., Ltd.
8.10 Hangzhou Zhechen Rubber Co., Ltd.
8.11 Tianjin Lugang Petroleum Rubber Co., Ltd.
8.12 China North Industries Group Corporation (CNGC)
8.13 CNPC Fushun Petrochemical Corporation

9 Development Trend of SBR Industry
  9.1 Development Trend
  9.2 Development Suggestions
Selected Charts

- Consumption of Top 4 General Rubbers in China, 2007-2009
- Major Technical Indices and Antiager Types of Various ESBR
- Global ESBR and SSBR Capacity, 2007-2008
- Global SBR Capacity and Proportion by Region, 2008
- ESBR and SSBR Capacity in Asia-Pacific Region by Country, 2008
- ESBR and SSBR Capacity in North America and Latin America by Country, 2008
- ESBR and SSBR Capacity in European Countries, 2008
- ESBR and SSBR Capacity in Middle East and Africa by Country, 2008
- Global SBR Consumption Structure, 2008
- Global SBR Consumption Structure by Region, 2008
- SBR Consumption Structure in the USA and Japan, 2008
- Chinese SBR Output, 2007-2009
- Chinese SBR Capacity Expansion Enterprises and Newly-added Capacity, 2010-2012E
- Chinese SBR Apparent Consumption, 2007-2009
- Chinese SBR Market Share, 2009
- Chinese SBR Consumption Structure, 2009
- SBR Tax-inclusive Price in Major Chinese Cities, 2009-2010
- SBR Import Volume of China, 2007-2010
- Import Sources and Import Volume of SBR in China, 2009
- SBR Export Volume of China, 2007-2010
- Newly-added Capacity of Styrene in China, 2010
• Butadiene Downstream Consumption Structure, 2009
• Newly-added Capacity of Butadiene in China, 2010-2011E
• China Automobile Output and YoY Growth, 2007-2010
• China Tire Casing Output and YoY Growth, 2007-2010
• Major Economic Indices of Cycle Tire Industry, 2009-2010
• Capacity and Output of Major Rubber Hose and Rubber Belt Products in China, 2009
• Output and YoY Growth of Rubber Shoes, 2007-2010
• Operating Rate of Major Downstream Industries, 2009-2010
• ESBR Capacity and Proportion of Major Countries, 2008
• Chinese ESBR Manufacturers, Capacity and Types, 2007-2009
• SSBR Manufacturers and Capacity
• Net Sales of Goodyear Tire & Rubber Co., Ltd, 2009 vs. 2010
• ISP Synthetic Rubber Products and Application
• Quarterly Net Sales of Dow Chemical, 2009 & 2010
• Petrochemical Revenue and Profit of ENI, 2007-2010
• Petrochemical Output of ENI, 2009H1 & 2010H1
• ESBR Product Types, Technical Indices and Application of ENI
• SSBR Product Types, Technical Indices and Application of ENI
• Sales by Segment of LANXESS, 2009H1 & 2010H1
• EBITDA Pre Exceptionals by Segment of LANXESS, 2009H1 & 2010H1
• Market Share of Sibur Products in Russia, 2009
• Output and Domestic & Overseas Sales of Sibur Products, 2009
• Earnings and Net Profit of Sibur, 2005-2009
• Business Fields of KKPC
• Revenue and Profit of KKPC, 2007-2009
• Synthetic Rubber Capacity of KKPC, 2004-2009
• Capacity of JSR by Product, Mar. 2010
• Licensing of JSR Technology
• Revenue and Profit of JSR, FY2006-FY2010
• Revenue Structure of JSR by Product, FY2010
• ESBR Types, Properties and Application of JSR
• SSBR Types, Properties and Application of JSR
• Revenue and Profit of ZEON Group, FY2006-FY2010
• SBR Types, Properties and Application of ZEON Group
• Major Petrochemical Capacity of SINOPEC Qilu Company, 2009
• Operating Income of Shen Hua Chemical Industrial Co., Ltd., 2007-2008
• Operating Income of YGC, 2007-2008
• Project Investment and Capacity of Tianjin Lugang Petroleum Rubber Co., Ltd.
# How to Buy

<table>
<thead>
<tr>
<th>Product details</th>
<th>How to Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single user</td>
<td>By email: <a href="mailto:report@researchinchina.com">report@researchinchina.com</a></td>
</tr>
<tr>
<td>1,800 USD</td>
<td>By fax: 86-10-82601570</td>
</tr>
<tr>
<td>File</td>
<td>By online: <a href="http://www.researchinchina.com">www.researchinchina.com</a></td>
</tr>
<tr>
<td>PDF</td>
<td></td>
</tr>
<tr>
<td>Enterprisewide</td>
<td></td>
</tr>
<tr>
<td>2,700 USD</td>
<td></td>
</tr>
<tr>
<td>PDF</td>
<td></td>
</tr>
<tr>
<td>Publication date: Nov. 2010</td>
<td></td>
</tr>
</tbody>
</table>

For more information, call our office in Beijing, China:
Tel: 86-10-82600828
Website: www.researchinchina.com