STUDY GOAL AND OBJECTIVES
This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES
◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
◆ To complement the organizations’ internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
◆ To help company to succeed in a competitive market, and

METHODOLOGY
Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.
Abstract

Polyether monomers, made from ethylene oxide and other monomers, are primarily used for synthesis of polycarboxylate superplasticizer. China consumed about 5.94 million tons of polycarboxylate superplasticizer in 2016, up 8.0% over the previous year. Driven by the economic growth and infrastructure projects (railway, real estate, etc.), polycarboxylate superplasticizer consumption will continue to grow during the 13th Five-Year Plan period (2016-2020), hitting an estimated 8.556 million tons in 2021.

Because of this, the country’s demand for the polyether monomer for polycarboxylate superplasticizer rose by 8.1% from a year ago to 1.081 million tons in 2016, and is expected to maintain an AAGR of 10% during 2017-2021, reaching 1.70 million tons in 2021.

By production process, polyether monomers can be divided into methoxy polyethylene glycol (MPEG), allyloxy polyethylene glycol (APEG), tresylated polyethylene glycol (TPEG), and isobutylene alcohol polyoxyethylene ether (HPEG). TPEG + HPEG hold the highest market share, approximately 96% in 2016 and expected to increase to around 98% in 2021 against the backdrop of stricter requirements on the functionality of polyether monomers.

Closely linked with core raw material- ethylene oxide, the prices of polyether monomers has increased amid volatilities since Mar 2016 and still sustained the momentum of slight rise in 2017 after touching bottom in 2015, as the prices of ethylene oxide picked up in 2016 along with market recovery.

Affected by the distribution of ethylene oxide, Jiangsu is the largest producer and consumer of polyether monomers in China, accounting for 19.2% and 9.8% of the country’s total output and demand in 2016, respectively.

As the upstream raw material- ethylene oxide can only be transported within short range, the majority of Chinese polyether monomer producers are located in East China and the market is highly concentrated. The top10 polyether monomer producers such as Liaoning Oxiranchem, Liaoning Kelong Fine Chemical, Jiahua Chemicals, Zhejiang Huangma Technology, and Shanghai Taijie Chemical seized a combined 69.3% market share by output. Liaoning Oxiranchem is the largest polyether monomer maker in China with an output of 347,000 tons and a 25.2% market share in 2016. The company has been committed to expanding production capacity of upstream and downstream products so as to sharpen its competitiveness in recent years. It acquired Sichuan Sedar Chemical in Jun 2017, adding capacity of 200,000 t/a ethylene oxide-derived fine chemicals.
Market Share of Top 10 Chinese Producers of Polyether Monomer for Superplasticizer, 2016

- Liaoning Oxiranchem
- Liaoning Kelong Fine Chemical
- Jiahua Chemicals
- Zhejiang Huangma Technology
- Jilin Zhongxin Chemical Group
- Levima Chemical
- Fushun Dongke Fine Chemical
- Sobute New Materials
- Lotte Chemical (Jiaxing)
- Shanghai Taijie Chemical

Source: China Polyether Monomer Industry Chain Report, 2017-2021 by ResearchInChina
China Polyether Monomer Industry Chain Report, 2017-2021 highlights the following:

◆ Polyether monomer industry in China (status quo, market supply & demand, regional structure, import & export, competitive landscape, prices, development trends, etc.);

◆ Markets for upstream raw materials (ethylene oxide, methanol, and acrylic acid) (supply & demand, competitive landscape, prices, etc.);

◆ Main downstream industries (polycarboxylate superplasticizer, surfactant) (market supply & demand, import & export, competitive landscape, prices, etc.);

◆ Nine major global and Chinese polyether monomer producers (operation, polyether monomer business, development prospects, etc.);

◆ Four Chinese polycarboxylate superplasticizer enterprises (operation, superplasticizer business, development prospects, etc.)
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1.2 Industry Chain

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