

UL Plastics Market Segment Report



Introduction

Plastics suppliers must break through the digital noise to effectively communicate their message to qualified buyers. Processors need your materials, and they need access quickly thanks to the world's ongoing supply chain challenges. Suppliers who can position themselves as preferred partners can thrive in this increasingly competitive market.

With more than 1 million visits each month, UL Prospector® is the global leader in digitally connecting plastics suppliers and processors. The market data captured by Prospector has proven useful to the many plastics suppliers who use our software to capture real-time customer intelligence that informs their sales and marketing teams.

We have aggregated data captured by Prospector to provide exclusive insights and trends of product views from processors for our top generics by segment over the past five years. Use this data to help with product development decisions or to identify potential end markets as you build new marketing strategies.

What Is UL Prospector®?

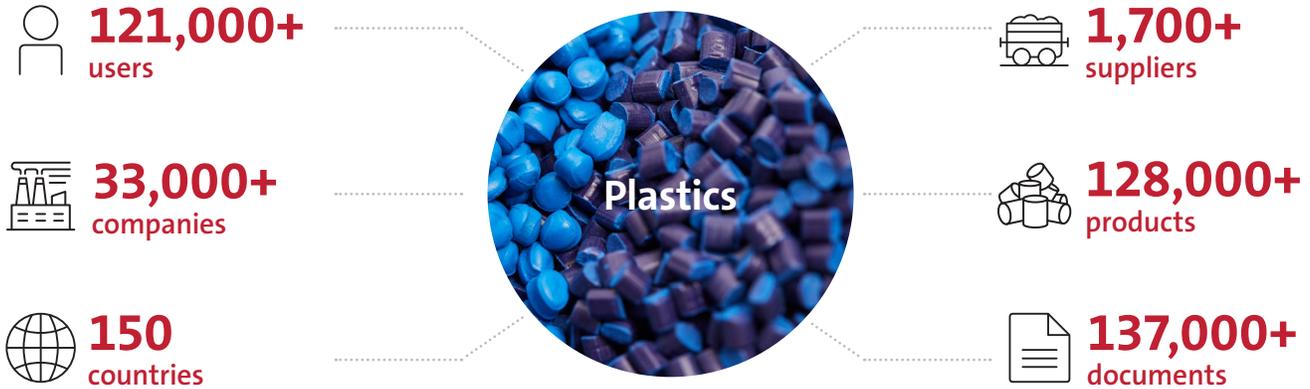
UL Prospector is the materials search engine trusted by thousands of UL Verified product developers looking to connect with suppliers. This exclusive audience, which we have built over 20 years, is qualified, validated regularly, and highly engaged. Our database enables users to find and source materials easier and faster.

Plastics suppliers use UL Prospector to help them identify prospects and market to their target end-market manufacturers for brand awareness and lead generation.

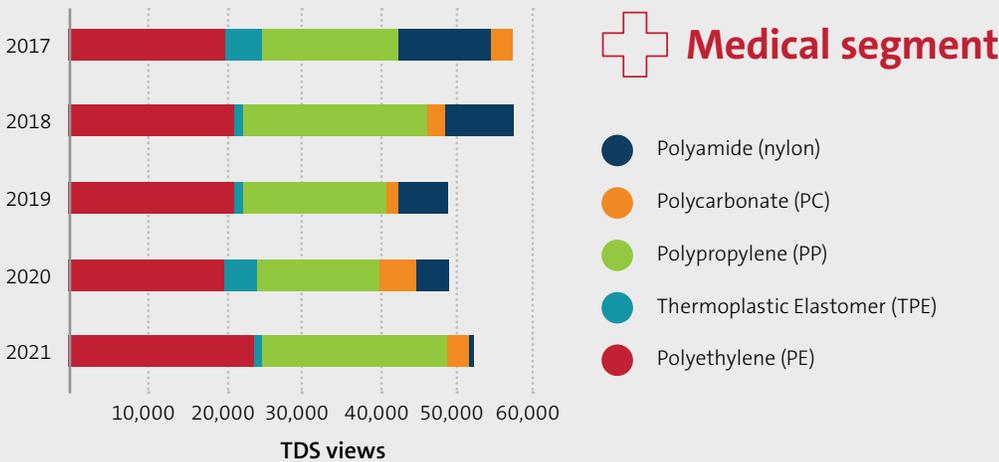


Data from processors on Prospector

Leading plastics suppliers list their products on Prospector and provide relevant information through technical data sheets (TDS). Close to 2,000 plastics suppliers have their products listed to provide engineers and product developers with the technical data they need to get their products to market. When industry professionals view your product information and technical documents on Prospector, we capture the intelligence in real-time.



Total TDS views across five segments, including medical, packaging, appliances, housewares and aerospace, for our top generics have increased by 5% over the last five years. Compared to 2020, TDS views for the top generics in these segments increased by 17%.

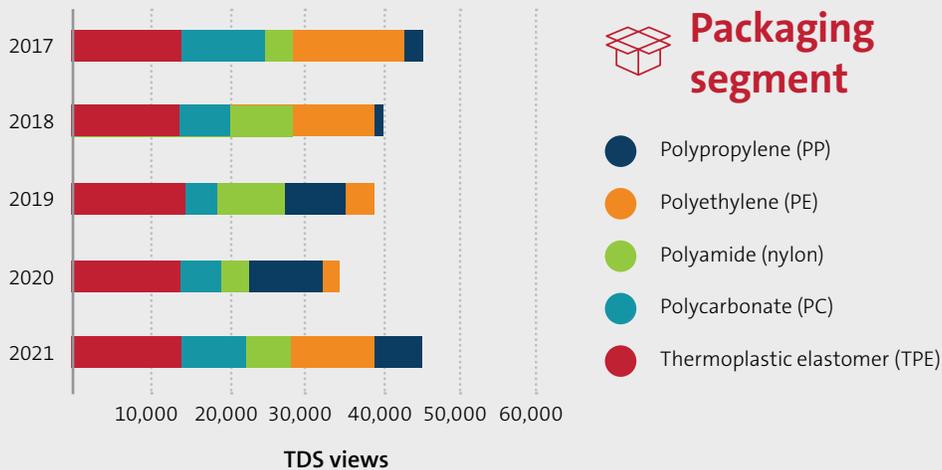


“Relying on a single source for critical components or raw materials can be a vulnerability. In fact, even if a company relies on multiple suppliers, they may be concentrated in the same place. Taking the time to identify, prequalify, and onboard backup vendors comes at a cost. But it can provide much-needed capacity if a crisis strikes.”

—McKinsey & Company

Polyamide (nylon) and polycarbonate (PC) have retained their position as the top-searched generics in the medical segment, with views of polypropylene (PP) increasing significantly over the last five years. In 2021, views of the top generics in this segment increased by 15%, a sign that processors are actively seeking product information.

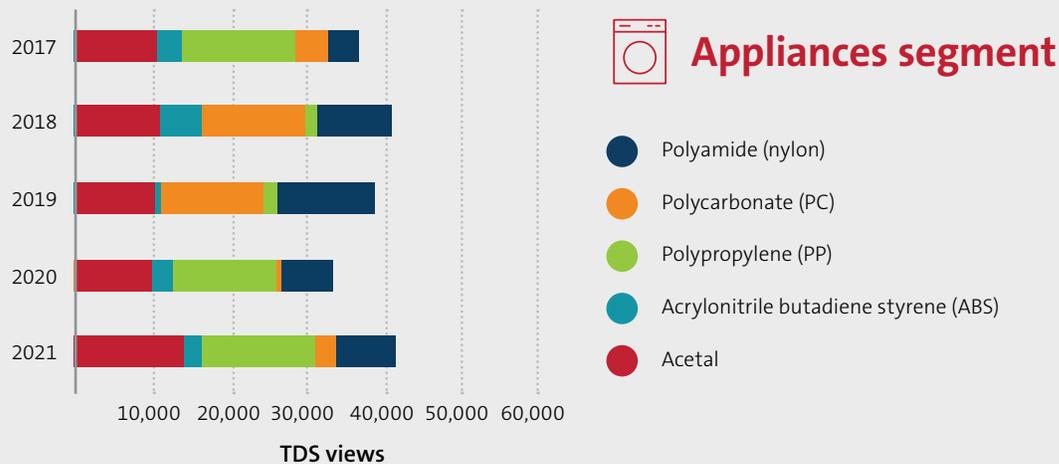




Statistics show that no less than 90 countries had imposed lockdowns since March 2020 and at the peak in April 2020, about 3.9 billion people were under lockdown. Consequently, there were constraints to the smooth functioning of the global supply-chains, and this has had an adverse impact on global business and industrial activities.

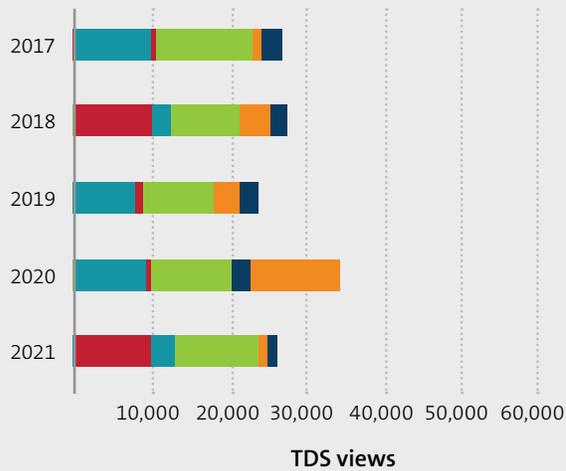
—PwC

TDS views of the top packaging segment generics reached a five-year low in 2020, with supply chain disruptions having a significant impact. However, in 2021, TDS views increased by 21% year-on-year. Of the top generics in the packaging segment presented in the chart, polypropylene (PP) technical data sheets attracted the most views.



Despite TDS views of the top generics in the appliances segment decreasing in 2019 and 2020, they reached a five-year high in 2021, increasing by 24% compared to 2020. Acetal TDS views had the most significant year-on-year increase in 2021, growing by 38%.

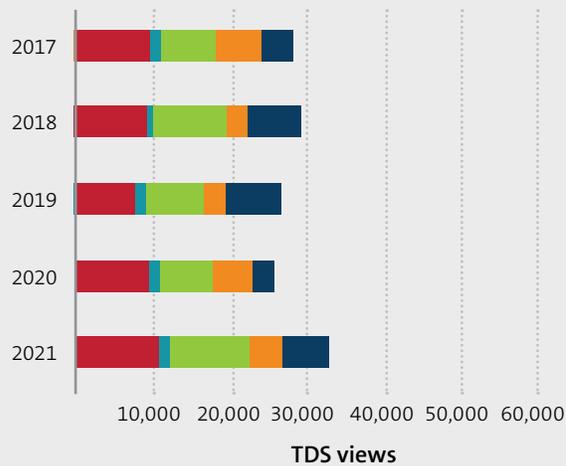




Housewares segment

- Polyamide (nylon)
- Polypropylene (PP)
- Polycarbonate (PC)
- Acrylonitrile butadiene styrene (ABS)
- Thermoplastic elastomer (TPE)

TDS views for top generics in the housewares segment have consistently increased from 2020, growing by a further 4% in 2021 compared to 2020. TDS views for the top four generics in the segment equal or exceed views received in 2017. TDS views for Acrylonitrile butadiene styrene (ABS) saw the most significant year-on-year percentage growth in 2021, increasing by 42%.



Aerospace segment

- Polyamide (nylon)
- Polycarbonate (PC)
- Polypropylene (PP)
- Thermoplastic elastomer (TPE)
- Acrylonitrile butadiene styrene (ABS)

Top generics in the aerospace segment received 15% more views in 2021 than in 2017 and 23% more views than in 2020. Of the top generics illustrated in the chart above, four received more than 20% more views than in 2020: polyamide (nylon) 28%; acrylonitrile butadiene styrene (ABS) 26%; polypropylene (PP) 23%; and polycarbonate (PC) 22%.



Across the five segments featured in this report, polyamide (nylon) has received the most TDS views of all top generics included in the aggregated data, making up 26% of all top generics TDS views.

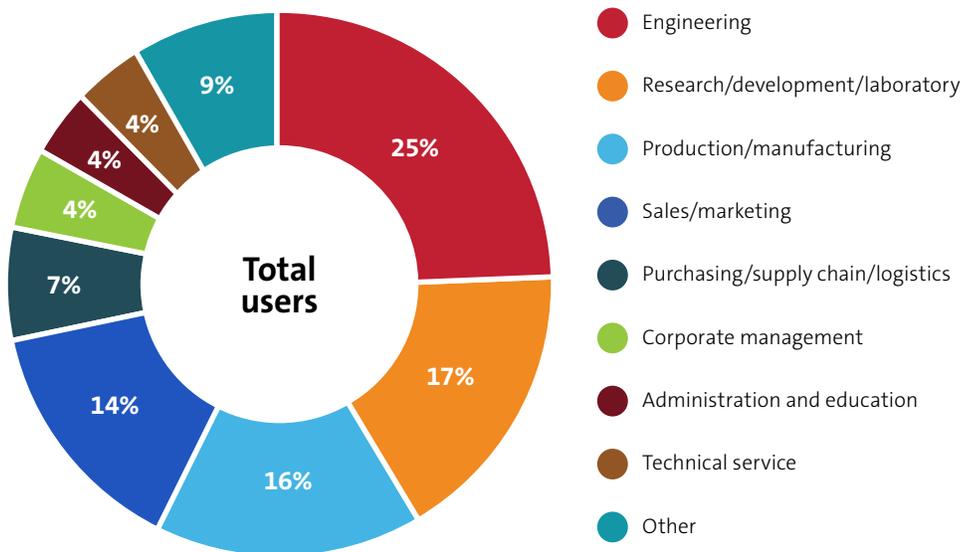
Prospector gives you access to this data and more, so you can track views of your technical data sheets and gain insights to help you make informed decisions about your products and how to market them more effectively.

Bottom line: Harness the power of the exclusive data in this report to turn data into leads, identify essential insights and engage buyers.

Prospector can help you cut through the clutter and connect with global processors. Position your company as a leading supplier with product listings and your materials' content to target industry professionals actively engaged in the buying process.

UL helps you leverage the data captured by Prospector and our marketing services to gain visibility with your target audience and drive measurable results. We provide solutions to help your sales and marketing teams meet their objectives.

Prospector users are decision makers and influencers



Help product developers, engineers, and plastics buyers find your products. With UL's marketing solutions for suppliers, you can connect with Prospector members around the world and gain access to data specific to your products. Find out how: <https://www.ul.com/services/digital-marketing-solutions>



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CS181352 (0422)

Customers are
57% 
of the way through
the decision-
making process
BEFORE
they *engage*
with sales