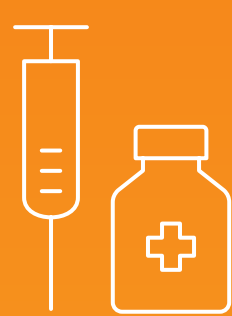


New No Normal: Making Sense of the Puzzle

Top disruptors with the potential to transform specialty chemicals



Health and wellbeing



- Covid-19 pandemic drives race for non-woven and latex personal protective equipment.
- Sanitization boosts demand for isopropyl alcohol (IPA) and biocides.
- Hygiene concerns to lift demand for cleaning chemicals as hospitality sectors re-open.
- With restaurants closed, home cooks turn to prepared foods that depend on additives for taste, color, and shelf stability.
- Global consumption of vitamin C soars as consumers seek immune system support.

The sustainability agenda



- Plastics circularity.
- Biodegradable polymers surge as bans on introduction of single-use plastic products.
- Clean and green surfactants seek renewable carbon feedstocks.
- Greenhouse gas reactions reshape the fluorocarbon industry.

Lifestyle changes



- Work and play in the new normal sparks demand for electronic chemicals.
- Home improvements build demand for paints and coatings.
- Health-conscious consumers seek out natural low-calorie sweeteners and other natural ingredients.

Net zero carbon and the energy transition



- Electrification creates surge in battery raw materials and rare earths.
- Wind and solar breathe life into new engineering materials, polymers & lubricants.
- Hydrogen economy floats new investments.
- Fuel economy drives lightweight high-performance thermoplastics.
- Refiners scale up production of renewable diesel to meet demand for low-carbon fuels.

New technologies and digitalization



- Technology provides new and enhanced interface to understanding consumer demands.
- Biotechnology enables the economical large-scale production of sweeteners occurring in trace amounts in nature.
- Internet of Things drives digitalization and smart products that spur growth of electronic chemicals.

The IHS Markit Specialty Chemical Insights team tracks and analyses these disruptive truths and provides insight and analysis that enable you to piece the puzzle together and build a winning strategy. Find out more about **Specialty Chemical Insights**.