

Abstract

ADHESIVE COMPOSITION AND PRESSURE-SENSITIVE ADHESIVE TAPE

An object of the invention of the present application is to provide an adhesive composition excellent in tackiness, tack strength, retentivity and coating property.

The adhesive composition according to the invention of the present application contains a block copolymer (a) having a block mainly comprising a vinyl aromatic monomer unit, a tackifier (b) and an oil (c), in which the block copolymer (a) contains a partially hydrogenated block copolymer (a-1), the partially hydrogenated block copolymer (a-1) has a vinyl aromatic monomer unit and a conjugated diene monomer unit, the content of the vinyl aromatic monomer unit is 10 mass% or more and 19 mass% or less based on 100 mass% of the partially hydrogenated block copolymer (a-1), and the hydrogenation ratio of double bonds contained in the conjugated diene monomer unit in the partially hydrogenated block copolymer (a-1) is 15 mol% or more and less than 80 mol% based on the total (amount) of double bonds before hydrogenation.