Fluorescent Pigment Market Research Report – by Type (Inorganic Fluors, Optical Whiteners, Daylight Fluorescents), by Application (Printing Ink, Paints & Coatings, Colored Papers, Textile, Plastics and Others) and by Region till 2023

Fluorescence is a process in which light of short wavelength in ultraviolet or visible range of electromagnetic spectrum is absorbed and radiated at longer wavelengths. This re-radiation is mostly occurs within visible range of spectrum. The Fluorescent Pigments are the specialty color pigments often used in specific applications where a particular appeal is desired. The studies conducted with children and adults show that the fluorescent products are noticed easily and look more appealing than their conventional colored counterpart. Fluorscents find their applications in numerous products nowadays such as consumer plastic products, bright colored papers, fluorescent safety jackets, highlighters, and paints, among others. Additionally, the product can be used as an accent in contrast to a more drab color, or they may be added to conventional pigments to brighten an otherwise dull color.

Growing demand of the Fluorescent Pigment from expanding scope of end users is the primary factor driving growth of the market. The Global Printing Ink market for packaging is estimated to grow at CAGR of 6% due to rising global demand for label packaging providing nutritive and product information. The color and appearance of the ink is a critical factor when it comes to attracting the customers. This is anticipated to boost the demand of Fluorescent Pigment during the years to follow. At present, the designers have incorporated the use of fluorescent products in many creative ways to enhance the sale of the product. Moreover, with increasing per capita income and standard of living of the people, particularly in the developing countries, the consumer sentiment is shifting toward the use of attractive and appealing packaged products. This development in the major end users of Fluorescent Pigment is projected to fuel its demand in the coming years. Furthermore, continuous growth in R&D for development of innovative products, advancements in the field of 3D printing, and arrival of new technologies such as inkjet, offset, and others is expected boost growth of the market during the forecast period. However, the processing challenges while handling the fluorescent colors, cost intensive new technologies, and possible use of heavy metals in manufacturing Fluorescent Pigments are the factors observed to restrain growth of the market during the forecast period.

Global Fluorescent Pigment Market Share by Application, 2016 (%):
Regional Analysis:

The Global Fluorescent Pigment Market is spanned across five key regions: Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. Asia Pacific is the fastest growing market among them, owing to the presence of dynamic and emerging economies in the region such as India, Japan, China, and South Korea. South Korea and China are the major markets in this region on accounts of growing demand for Fluorescent Pigment in numerous applications such as paints and coatings, packaging materials, and printing ink. North America is the second largest market in the Global Fluorescent Pigment Market after Asia Pacific. The U.S is leading the market in this region, which is attributed to huge demand of the product from packaging, display of safety instructions and entertainment. Europe is another significant region in the Global Fluorescent Pigment Market. Major contributors to the regional market are U.K, France, Germany and Switzerland. Yet, the region is anticipated to witness a moderate growth during the forecast period due to sluggish growth of end users and economic slowdown. In coming years, the Middle East & Africa region is set to grow at considerable CGAR on account of the huge growth opportunities offered by flourishing tourism industry. Latin America is estimated to register a significant CAGR owing to reviving economy and high growth potential of Brazil and Mexico.

Segmentation:

The Global Fluorescent Pigment Market is segmented into type, application, and region.

On the Basis of Type, the market is divided into inorganic fluors, optical whiteners, and daylight fluorescents.

Based on Application, the Global Fluorescent Pigment Market is categorized into printing ink, paints & coatings, colored papers, textile, plastics, and others.

Geographically, the market is divided into five key regions, including Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa.

Key Players:

The prominent players operating in the Global Fluorescent Pigment Market are Radiant Color N.V. (Belgium), UKSEUNG CHEMICAL CO.,LTD. (South Korea), LuminoChem Ltd. (Hungary), DAI NIPPON TORYO CO.,LTD. (Japan), Huangshan Jiajia fluorescent material Co., Ltd. (China), Wanlong Chemical Co., Ltd. (China), Aron Universal Limited (India), J COLOR CHEMICALS (China), Vicom Corp. (Taiwan), and MingHui Wuxi (China), among others.

Intended Audience

- Fluorescent Pigment Manufacturers
- Traders and Distributors of Fluorescent Pigment
- Research and Development Institutes
- Potential Investors
- Raw Material Suppliers
- Nationalized Laboratory
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