Global Color Masterbatch Market Research Report: Information by Type (Standard Color Masterbatch, Black Masterbatch, White Masterbatch, Additive Masterbatch and Others), Carrier Resin (Polyethylene, Polypropylene, Polystyrene and Others), Application (Packaging, Building & Construction, Consumer Goods, Automotive, Agriculture and others) and Region (North America, Europe, Asia Pacific, Latin America and Middle East & Africa) - Forecast till 2025

Market Synopsis

The **Global Color Masterbatch Market** is projected to surpass USD 3.90 Billion by 2025 and expected to register a **CAGR of over 5.45%** during the review period. Color masterbatch is a solid additive, which is processed to add color to raw polymers during the plastic manufacturing process. The color masterbatches used in the global market are black and standard color masterbatch. The black masterbatch comes in low-cost pigments and provides various shades of black. They are designed to provide properties such as conductivity and light stability.

The growing demand for color masterbatch in the plastic industry and the need for light-weight materials in various end-use industries are factors driving the market growth during the forecast period. Color masterbatch is a primary component that plays a crucial role in the plastic and plastic packaging industry. Additionally, the plastic industry accounted for the largest share in the global color masterbatch market. Based on region, Asia-Pacific is one of the premier producers of plastic, followed by Europe and North America. However, Asia-Pacific is a crucial region where the market can achieve higher growth due to the presence of emerging economies such as China, Japan, and India.

The global production of plastic has increased from 279 million metric tonnes in 2011 to 322 million metric tonnes in 2015. This has shown a positive impact on the global color masterbatch market to meet the current market demand.

**Global Color Masterbatch Market Share, by Application, 2018 (%)**
Regional Analysis

The global color masterbatch market has been studied across five key regions, namely, Asia-Pacific, North America, Latin America, Europe, and the Middle East & Africa.

In North America, the demand for color masterbatch in the packaging industry is increasing owing to the growing desire for convenience products. Specialized color masterbatches are used in packaging products and are available in liquid and solid-state forms. There has been an increasing need for specialized colors due to shifting consumer preferences and lifestyles, favoring the market growth of packaged food and personal care products. Consumers are attracted to color combinations in packaging, which is driving the growth of the global color masterbatch market during the forecast period.

In Europe, the growing demand for lightweight vehicles has positively impacted the consumption of color Masterbatches in automotive industry. The need for lightweight vehicles is expected to increase in the forecast period owing to stringent government regulations on carbon dioxide emission and need for fuel-efficient vehicles, which is expected to drive the demand for color masterbatches in the regional market.

In Asia-Pacific, the plastic production in countries such as India and China is growing rapidly due to the growing packaging, consumer products, building & construction, transportation, electrical & electronics, and agriculture industries. The high demand for plastic in these end-use industries is expected to drive the demand for color masterbatch products in the region during the forecast period.

The color masterbatch markets in the Middle East & Africa and Latin America are expected to witness steady growth during the forecast period.

Market Segmentation

The global color masterbatch market has been segmented based on type, carrier resin, application, and region.

The global market is segmented, based on type, into black masterbatch, white masterbatch, additive masterbatch, standard color masterbatch, and others. The black masterbatch segment holds around 25.2% market share of the global color masterbatch market in 2018.

The global market is segmented, based on carrier resin, into polyethylene, polypropylene, polystyrene, and others. The polyethylene segment is the fastest-growing segment with a 4.25% CAGR.

The global market is segmented, based on application, into packaging, building & construction, consumer goods, automotive, agriculture, and others. The packaging segment is expected to grow at 6.5% CAGR, owing to the increasing demand for packaging in the manufacturing industry, which includes pharmaceutical, agriculture, and retail products.

Leading Players

Some of the Leading Players in the Global Color Masterbatch Market are Clariant AG.
Switzerland), A. Schulman, Inc. (US), Polyone Corporation (US), Plastiblends India Ltd (India), Ampact Corporation (India), Penn Color, Inc. (US), RTP Company (US), Tosaf Group (Israel), PolyOne Corporation (US), and BASF SE (US).

Intended Audience

- Color masterbatch manufacturers
- Traders and distributors of color masterbatch chemicals
- Research and development institutes
- Potential investors
- Raw material suppliers
- Nationalized laboratories

Infographic Summary:

**GLOBAL COLOR MASTERBATCH MARKET**

The color masterbatch market was valued at USD 4.3 billion in 2018 and is expected to grow with a CASR of over 6% during the forecast period 2019–2025.

**Global Color Masterbatch Market Share, by Region, 2018**

**Drivers:**
- Growing Demand from Plastic Industry
- Growing Demand of Light Weight Vehicles
- Increasing Demand from APAC Due to Rapid Industrialization
- Increasing Demand of Specialized Colors

**Restraints:**
- Fluctuating Prices Across the Regions
- Shortage of Raw Materials

**Key Players:**
- A. Schulman Inc.
- TOSAF Compounds
- Polyplast Müller
- Polyone Corporation
- Hubron
- Clariant Masterbatches
- Cabot Plastics International

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