

# Organic Dyes Market by Product Type (Acid, Basic, Reactive, Disperse, Direct, Sulphur, and, others) and Application (Plastic, Paints and Coatings, Printing Inks, Textile, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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## Abstracts

The global organic dyes market was valued at \$3.3 billion in 2019, and is projected to reach \$5.1 billion by 2027, growing at a CAGR of 5.8% from 2020 to 2027.

Dye is basically a color substance which is used to color various products. Dyeing Product Type involves dissolving the colorant into a suitable solution and bringing it in contact with the substance to be dyed. Some of the major applications of organic dyes include agricultural fertilizers, textile printing, and paints & coatings.

Shift in consumer preference toward environment-friendly products and increase in disposable income are the major factors influencing the growth of the global organic dyes market. As synthetic dyes lead to adverse effects on infants, consumers are showing more interest toward organic dyes. Moreover, surge in demand of organic dyes in various water-based liquid inks is expected to propel the market growth. Various natural dyes are widely used in digital textile printing where these are used for preparation of water-based inks. Furthermore, organic dyes have wide application in the construction industry for painting of masonry, walls, floor tiles, and roof tiles to provide aesthetic appeal and prolong the durability. However, high price of natural dyes and their limited availability negatively impact the market growth. The availability of organic dye may vary season to season, due to limitation of raw materials, which further hampers the market growth. On the contrary, intense research and development activities and robust investment from industry players is expected to offer remunerative opportunities for the expansion of the global market.

The global organic dyes market is segmented into product type, application, and region. Depending on product type, it is segregated into acid, basic, reactive, disperse, direct, sulphur, and, others. On the basis of application, it is fragmented into plastic, paints and coatings, printing inks, textile, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Major players have adopted acquisition, agreements, and partnership to sustain the intense market competition. Some of the key players profiled in the report include BASF SE, DIC Corporation, Clariant AG, Huntsman Corporation, Cabot Corp., Dupont De Nemours & Co., and Lanxess AG.

### COVID-19 scenario analysis

The outbreak of COVID-19 pandemic had led to partial or complete shutdown of production facilities, which do not come under essential goods, owing to prolonged lockdown in major countries such as the U.S., China, Japan, India, and Germany. It has led to either closure or suspension of their production activities in most of the industrial units across the world.

The COVID-19 pandemic has significant impact on the organic dyes market, owing to travel restrictions and global lockdown norms.

This global lockdown led to cancelled shipments and hindered project visits. From beginning of May, 2020, over 70 countries including India, US, EU, and Switzerland had taken drastic measures to restrict export and import activities.

Moreover, the rapid spread of COVID-19 in countries such as China declined the export of various dye products.

As companies such as AkzoNobel and BASF have strong market presence in China and other countries in Asia-Pacific, the supply chain disruption largely affected the market demand.

However, with the growing demand from paints, coatings, and other end users, large number of industry players are investing in new start-ups in emerging economies, which will create new market opportunities during post COVID-19.

### Key benefits for stakeholders

The global organic dyes market analysis covers in-depth information of major industry participants.

Porter's five forces analysis helps analyze the potential of buyers & suppliers and the competitive scenario of the industry for strategy building.

Major countries have been mapped according to their individual revenue contribution to the regional market.

The report provides in-depth analysis of the global organic dyes market forecast for the period 2020–2027.

The report outlines the current global organic dyes market trends and future estimations of the market from 2019 to 2027 to understand the prevailing opportunities and potential investment

pockets.

The key drivers, restraints, & market opportunity and their detailed impact analysis are explained in the study.

## Key market segments

### By Product Type

Acid

Basic

Reactive

Disperse

Direct

Sulphur

Others

### By Application

Plastic

Paints and Coatings

Printing Inks

Textile

Others

### By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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