

# Analyzing the Market for Pigments in US

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## Abstracts

US demand for pigments is projected to grow by over four percent per annum to just over \$3.5 billion in 2012. Organic pigments are gaining market share over inorganic types, continuing a trend seen over the past decade as lead, chromate and cadmium-based inorganic pigments are replaced by more environmentally friendly alternatives.

Specialty pigments demand will be supported by consumer preferences for high-end products and attractive packaging that require special effects pigments. Through 2012, inorganic pigments will continue to be the leading pigment segment, despite losing significant share to organic and specialty types. Inorganic pigments such as the iron oxides will continue to benefit from their low price and versatility, which will assure their continued importance in the marketplace. The strongest product category in terms of growth remains the specialty pigments segment, which is expected to increase its share of the pigment market and provide the best opportunities through this year.

This relatively new segment has seen stronger than average growth rates for the past five years and is expected to continue doing so for at least the next five years. Gains will be driven by manufacturers' attempt to market products with unique and eye-catching optical effects. Demand for metallic pigments, which are especially used in automotive coatings to provide the ever popular metallic look, is forecast to grow the fastest.

In addition to paints and coatings, metallic pigments are also increasing in use in the plastics, cosmetics and toiletries, and printing inks markets. Product development in formulation and applications will serve to expand the pigment market by increasing the range of products available and introducing innovative solutions to certain concerns, such as solar radiation on outdoor coatings or refrigeration temperature for food products, through the use of pigments. Trends towards high-performance pigments will support value gains, although consolidation in the pigment industry and the continuing move of manufacturing facilities to Asian countries will moderate price increases.

BASF SE, DIC Corporation, Clariant and Rockwood Holdings are few of the top players in the market.

Aruvians Rsearch analyzes the Pigments market in the US in its research offering *Analyzing the Market for Pigments in US*. The report is a complete analysis of the industry through the leading segments of organic, inorganic, and specialty pigments.

The report analyzes the US market for pigments through an industry overview, an analysis of the market demand, as well as an analysis of the market by different types of pigments.

Industry trends across different types of segments are analyzed, followed by an analysis of the industry structure. Regulatory framework that has influenced the market significantly in recent years is also analyzed. Import/export of pigments is also looked at.

The industry's future perspective is looked at through a segment-wise market forecast as well as an industry outlook.

An analysis of the major market players such as BASF SE, Clariant, DIC Corporation and others is carried out through a corporate profile, business segment analysis, financial analysis, industry presence, and a SWOT analysis, completing this comprehensive analysis of the Pigments Industry in the US.

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