

Global Ink Additives Market Size Study & Forecast, by Application, Process, Technology, Type, and Regional Forecasts 2025-2035

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Abstracts

The Global Ink Additives Market is valued approximately at USD 2.48 billion in 2024 and is poised to expand at a CAGR of 5.24% over the forecast period 2025 to 2035. Ink additives, serving as critical functional agents, are indispensable in enhancing ink properties such as print quality, durability, viscosity control, and drying speed across diverse printing environments. These additives are extensively utilized in commercial printing, publishing, and packaging sectors, where formulation precision and performance are pivotal. With the exponential rise in flexible packaging, labeling, and digital printing, especially in food & beverage and e-commerce sectors, the demand for customized and high-performance ink additives has gained significant momentum.

The market's forward trajectory is substantially driven by the increasing consumption of packaged goods, rising disposable incomes, and advancements in printing technologies. As printing becomes more substrate-specific—ranging from paper and plastic to metal and glass—ink additives have become essential in tailoring formulations for optimal adhesion, rub resistance, and fast drying. For instance, the surge in water-based and UV-curable printing inks, particularly in environmentally conscious regions, has escalated the demand for rheology modifiers, foam control additives, and dispersing agents. Moreover, innovations in pigment dispersion, slip enhancement, and resin compatibility continue to shape new frontiers in ink formulation, offering ink manufacturers scalable and cost-effective solutions.

From a geographical standpoint, North America held a commanding position in the ink additives market in 2025, largely attributed to its mature printing industry, high packaging volume, and rapid adaptation to digital and flexographic printing technologies. Europe, though witnessing stricter regulations, remains a strong market

driven by demand for sustainable and low-VOC printing solutions. The Asia Pacific region, on the other hand, is forecasted to experience the fastest growth during the projection period. This is primarily due to the booming packaging industry in China, India, and Southeast Asia, coupled with an expanding consumer base, growing urbanization, and rising adoption of modern printing methods in commercial printing and labelling. Government incentives for eco-friendly packaging further enhance the region's market potential.

Major market player included in this report are:

BASF SE

Evonik Industries AG

Croda International Plc.

Clariant AG

Dow Inc.

Altana AG

Elementis PLC

Shamrock Technologies Inc.

Solvay S.A.

DuPont de Nemours, Inc.

Huntsman Corporation

Lawter Inc.

Allnex Group

M?nzing Chemie GmbH

Kao Corporation

Global Ink Additives Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

The detailed segments and sub-segments of the market are explained below:

By Application:

Publishing

Packaging

Printing

By Process:

Flexography

Lithography

Digital

Gravure

Others

By Technology:

Water-based Technology

Solvent-based Technology

Others

By Type:

Foam Control Additives

Dispersing & Wetting Agents

Rheology Modifiers

Slip/Rub Materials

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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