

Global Potassium Red Alum Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Potassium Red Alum competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Potassium Red Alum is a double sulfate salt of potassium and aluminum, appearing as reddish-brown or deep red crystals. It has strong astringent, antibacterial, and stabilizing properties, and is widely used in water purification, leather tanning, textile dyeing and printing, and as a mordant for pigments. In 2024, global potassium red alum production reached approximately 30,000 tons, with an average global market price of around US\$ 3,200 per tons. Potassium Red Alum (Potassium Dichromate, $K_2Cr_2O_7$) is an important inorganic chemical with strong oxidizing, corrosion-resistant, and chemically stable properties. It is widely used in electroplating, pigment manufacturing, leather tanning, wood preservation, paints, and laboratory analysis. Industrial production typically uses chromite ore as the main raw material, processed through high-temperature oxidation roasting and acid crystallization, with potassium sulfate as a by-product. Global supply is concentrated in China and India, with China accounting for over 60% of total production. The supply chain involves chromite ore, potassium carbonate or hydroxide, and sulfuric acid, with downstream customers including electroplating plants, pigment manufacturers, leather processing companies, wood preservation facilities, and research laboratories. The market is mainly divided into industrial-grade and analytical/high-purity grades. Industrial-grade products dominate, used primarily in electroplating and pigment production, with gross margins typically 15%-25%; analytical and high-end specialty products can achieve gross margins of 30%-45%, with relatively stable demand. The Asia-Pacific region, especially China and India, is the largest consumption market due to growing downstream manufacturing and infrastructure demand, accounting for over 60% of global

consumption, while Europe and North America show relatively stable growth. Future trends indicate a stronger focus on high-purity and environmentally friendly products, optimizing production processes and supply chain management to reduce costs while complying with stringent environmental and safety regulations. High-end application areas such as specialty pigments, precision electroplating, and laboratory reagents are expected to maintain stable growth. Environmental regulations are also driving the adoption of trivalent chromium alternatives and recycling technologies, with the industry gradually transforming from traditional bulk chemical production toward high value-added, environmentally compliant, and high-purity products.

The global Potassium Red Alum market size was estimated at USD 97.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Potassium Red Alum market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Potassium Red Alum market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Potassium Red Alum market.

Global Potassium Red Alum Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country),

key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

FUJIFILM Wako Pure Chemical Corporation
Vishnu Chemicals
Kishida Chemical
Zenhua Chemical
Dongzheng Group
Yinhe Chemical
Minfeng Chemical
Bhagwati Chemicals
Dhairya International
National Chemical Industries

Market Segmentation (by Type)

Industrial Grade
Analytical Grade

Market Segmentation (by Application)

Dye Manufacturing
Metal Electroplating
Chemical
Laboratory
Other

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Potassium Red Alum Market

Overview of the regional outlook of the Potassium Red Alum Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Potassium Red Alum Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream

and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Potassium Red Alum, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing

plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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