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Global Coatings and Inks Industry Organically Modified Clay Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Coatings and Inks Industry Organically Modified Clay market size is expected to reach $ 1482 million by 2032, rising at a market growth of 8.8% CAGR during the forecast period (2026-2032).

Organically modified clay for the coatings and inks industry is a functional rheological material produced from layered silicate minerals such as bentonite, montmorillonite, and hectorite. Through ion exchange and surface organic modification using quaternary ammonium salts, amines, or other organic modifiers, naturally hydrophilic clay is converted into an organophilic material capable of wetting, dispersing, and forming a three-dimensional thixotropic network in resins, solvents, plasticizers, and oil-based media. Major product categories include grades for low-to-medium-polarity systems, high-polarity systems, broad-polarity applications, and water-dispersible systems, as well as conventional, self-activating, easy-dispersing, and pre-activated grades. Products are mainly supplied in powder form, while certain grades are also available as pre-dispersed pastes or gels.

Organically modified clay is primarily used as a rheology modifier, thickener, anti-settling agent, anti-sag additive, thixotropic agent, and pigment or filler suspension agent in coatings and inks. Its functional mechanism involves forming a reversible three-dimensional network within the formulation, increasing viscosity and yield value under low-shear conditions while exhibiting shear-thinning behavior during high-speed dispersion, pumping, spraying, roller coating, or printing. After shear is removed, the network structure gradually recovers. This improves pigment and filler suspension stability, reduces storage sedimentation, flooding, floating, and hard settling, and enhances thick-film application, sag resistance on vertical surfaces, and coating-

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thickness uniformity.

The products are widely used in industrial anticorrosion coatings, marine coatings, automotive coatings, architectural coatings, wood coatings, coil coatings, auxiliary systems for powder coatings, printing inks, gravure inks, flexographic inks, screen-printing inks, inkjet pigment dispersions, road-marking coatings, high-solids coatings, and solvent-free coatings. In solvent-borne coatings, organically modified clay is mainly used to control thixotropy, sedimentation, and sagging. In printing inks, it is used to regulate viscosity, stabilize pigment suspension, improve printability, and reduce storage separation. In high-solids and thick-film systems, it helps broaden the application window and improve wet-film stability.

Prices of organically modified clay for coatings and inks are primarily influenced by the purity of the base clay, montmorillonite or hectorite content, cation-exchange capacity, type of organic modifier, applicable system polarity, dispersion efficiency, activation method, thermal stability, particle-size control, whiteness, impurity content, and brand certification. On an indicative bulk-purchase basis, standard products for solvent-borne coatings and general-purpose inks typically cost approximately US$1,500–3,000 per metric ton. Broad-polarity, easy-dispersing, self-activating, and high-solids-system grades generally range from US$3,000–6,000 per metric ton. High-performance products used in automotive coatings, electronic inks, premium industrial coatings, low-crystalline-silica formulations, and imported branded grades may reach US$5,000–10,000 per metric ton. Pre-dispersed pastes and gel products are generally sold by weight and carry substantially higher equivalent prices than standard powder products. These prices are industry estimates. Actual procurement prices are also affected by purchase volume, modifier costs, packaging specifications, transportation distance, and customer certification requirements.

The upstream supply chain primarily includes sodium bentonite, calcium bentonite, montmorillonite, hectorite, sepiolite, attapulgite, quaternary ammonium salts, fatty amines, surfactants, polar activators, solvents, and packaging materials. Midstream production processes include mineral beneficiation, purification, sodium activation, ion exchange, organic modification, washing, filtration, dehydration, drying, milling, classification, surface treatment, pre-activation, pre-dispersion, and performance testing. Key performance indicators include viscosity, thixotropic index, yield value, gel strength, dispersion fineness, moisture content, whiteness, particle-size distribution, loss on ignition, thermal stability, anti-settling performance, anti-sag performance, and compatibility with resin systems. Downstream customers mainly include coating manufacturers, ink producers, pigment-dispersion suppliers, adhesive manufacturers,

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automotive-coating suppliers, marine-coating companies, industrial anticorrosion-material producers, and coating-additive distributors.

Market Drivers

Increasing Demand for Rheology Additives in High-Solids and Low-VOC Coatings

As the coatings industry continues to reduce volatile organic compound emissions, the adoption of high-solids, solvent-free, and low-solvent coatings is increasing. These formulations generally contain high solids and pigment or filler loadings, making application-viscosity control more difficult. They must maintain storage stability, application flow, and sag resistance while using less solvent. Organically modified clay can establish a stable thixotropic network, increase low-shear viscosity and yield value, and exhibit shear-thinning behavior during application. It has therefore become an important rheology additive in high-solids industrial coatings, marine coatings, anticorrosion coatings, and thick-film systems.

Growth in Industrial Anticorrosion and Marine Coatings

Heavy-duty anticorrosion coatings, marine coatings, offshore-engineering coatings, and protective coatings for storage tanks and pipelines generally require high dry-film thickness per coat and strong sag resistance on vertical or complex structural surfaces. Organically modified clay increases wet-film structural strength, improves pigment and filler suspension, enhances thick-film stability, and reduces the sedimentation risk of heavy pigments and anticorrosive fillers during storage. As demand increases for infrastructure maintenance, offshore engineering, energy and chemical facilities, and industrial-equipment protection, demand for high-performance, broad-polarity, and easy-dispersing organically modified clay continues to grow.

Higher Dispersion and Stability Requirements in High-Performance Printing Inks

Packaging printing, publication printing, decorative printing, and specialty printing require increasingly high levels of pigment dispersion, storage stability, printing rheology, and transfer performance. Organically modified clay regulates ink viscosity and thixotropic behavior, suppresses pigment sedimentation and phase separation, and improves doctor-blade performance, dot transfer, and print definition. As the use of highly concentrated pigment dispersions, low-migration inks, metallic inks, functional inks, and high-pigment-loading inks expands, demand is increasing for specialized

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products compatible with different solvent and resin systems.

Broad-Polarity and Easy-Dispersing Products Expand the Application Range

Conventional organically modified clay generally requires polar activators and high-speed shear to achieve full rheological performance, increasing formulation and production-control complexity for coating and ink manufacturers. In recent years, self-activating, easy-dispersing, and broad-polarity products have been introduced that can rapidly wet and disperse in aromatic hydrocarbons, esters, ketones, alcohols, mineral oils, and various resin systems. These products reduce activator consumption and shorten production time. Improved ease of use is expanding adoption among small and medium-sized coating companies, automated production lines, and manufacturers operating multiple ink formulations.

Market Challenges

High Difficulty in Polarity Matching and Formulation Compatibility

The rheological performance of organically modified clay is closely related to solvent polarity, resin type, pigment and filler loading, order of addition, shear intensity, processing temperature, and activator dosage. When product polarity is not properly matched with the coating or ink system, problems may include insufficient wetting, incomplete dispersion, slow viscosity development, particle coarsening, or reduced storage stability. Manufacturers need to establish product portfolios covering different resin and solvent systems and provide application testing and formulation support to help customers select appropriate grades.

Complex Activation and Dispersion Processes for Conventional Products

Some conventional organically modified clay grades must first be thoroughly wetted in resin or solvent, followed by the addition of polar activators such as propylene carbonate or alcohol-water blends. High-speed shear is then required to exfoliate the clay platelets. Improper control of feeding sequence, shear time, or activator dosage can result in insufficient thickening efficiency, gel particles, rough coating films, or unstable thixotropic performance. These requirements increase production-control complexity for coating and ink manufacturers and are accelerating the transition toward self-activating, easy-dispersing, and pre-dispersed products.

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Report Scope

This report studies the global Coatings and Inks Industry Organically Modified Clay production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Coatings and Inks Industry Organically Modified Clay and provides market size (US$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Coatings and Inks Industry Organically Modified Clay that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Coatings and Inks Industry Organically Modified Clay total production and demand, 2021-2032, (Kilotons)

Global Coatings and Inks Industry Organically Modified Clay total production value, 2021-2032, (USD Million)

Global Coatings and Inks Industry Organically Modified Clay production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Coatings and Inks Industry Organically Modified Clay consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Coatings and Inks Industry Organically Modified Clay domestic production, consumption, key domestic manufacturers and share

Global Coatings and Inks Industry Organically Modified Clay production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Coatings and Inks Industry Organically Modified Clay production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

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Global Coatings and Inks Industry Organically Modified Clay production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Coatings and Inks Industry Organically Modified Clay market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include MTI, Fenghong New Material, MI-SWACO, BYK, Elementis, Camp-Shinning, Huawei Bentonite, Qinghong New Material, HongYu New Material, Ashapura, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Coatings and Inks Industry Organically Modified Clay market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (Kilotons) and average price (US$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Coatings and Inks Industry Organically Modified Clay Market, By Region:

United States

China

Europe

Japan

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South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Coatings and Inks Industry Organically Modified Clay Market, Segmentation by Type:

Powder

Granule

Global Coatings and Inks Industry Organically Modified Clay Market, Segmentation by Polarity of Application System:

Low and Medium Polarity Organoclay

High Polarity Organoclay

Water-dispersible Organoclay

Universal Organoclay

Global Coatings and Inks Industry Organically Modified Clay Market, Segmentation by Activation Method:

Conventional Organoclay

Self-activating Organoclay

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Pre-activated Organoclay

Global Coatings and Inks Industry Organically Modified Clay Market, Segmentation by Application:

Coatings Industry

Inks Industry

Companies Profiled:

MTI

Fenghong New Material

MI-SWACO

BYK

Elementis

Camp-Shinning

Huawei Bentonite

Qinghong New Material

HongYu New Material

Ashapura

Bentonite Performance Minerals

Hojun

Changan Renheng

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Laviosa

Unitech Chemicals

Tolsa

RPMinerals (IDIC-SDC)

Camp-Shinning New Material

Unitech Chemicals (Zibo) Co., Ltd.

Cutch Oil

RheoMinerals

KUNIMINE Industries

Bentonite Group of Companies

Key Questions Answered:

1. How big is the global Coatings and Inks Industry Organically Modified Clay market?
2. What is the demand of the global Coatings and Inks Industry Organically Modified Clay market?
3. What is the year over year growth of the global Coatings and Inks Industry Organically Modified Clay market?
4. What is the production and production value of the global Coatings and Inks Industry Organically Modified Clay market?
5. Who are the key producers in the global Coatings and Inks Industry Organically Modified Clay market?
6. What are the growth factors driving the market demand?

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Contents

1 SUPPLY SUMMARY

1.1 Coatings and Inks Industry Organically Modified Clay Introduction
1.2 World Coatings and Inks Industry Organically Modified Clay Supply & Forecast
  1.2.1 World Coatings and Inks Industry Organically Modified Clay Production Value (2021 & 2025 & 2032)
  1.2.2 World Coatings and Inks Industry Organically Modified Clay Production (2021-2032)
  1.2.3 World Coatings and Inks Industry Organically Modified Clay Pricing Trends (2021-2032)
1.3 World Coatings and Inks Industry Organically Modified Clay Production by Region (Based on Production Site)
  1.3.1 World Coatings and Inks Industry Organically Modified Clay Production Value by Region (2021-2032)
  1.3.2 World Coatings and Inks Industry Organically Modified Clay Production by Region (2021-2032)
  1.3.3 World Coatings and Inks Industry Organically Modified Clay Average Price by Region (2021-2032)
  1.3.4 North America Coatings and Inks Industry Organically Modified Clay Production (2021-2032)
  1.3.5 Europe Coatings and Inks Industry Organically Modified Clay Production (2021-2032)
  1.3.6 China Coatings and Inks Industry Organically Modified Clay Production (2021-2032)
  1.3.7 Japan Coatings and Inks Industry Organically Modified Clay Production (2021-2032)
1.4 Market Drivers, Restraints and Trends
  1.4.1 Coatings and Inks Industry Organically Modified Clay Market Drivers
  1.4.2 Factors Affecting Demand
  1.4.3 Coatings and Inks Industry Organically Modified Clay Major Market Trends

2 DEMAND SUMMARY

2.1 World Coatings and Inks Industry Organically Modified Clay Demand (2021-2032)
2.2 World Coatings and Inks Industry Organically Modified Clay Consumption by Region
  2.2.1 World Coatings and Inks Industry Organically Modified Clay Consumption by Region (2021-2026)

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2.2.2 World Coatings and Inks Industry Organically Modified Clay Consumption Forecast by Region (2027-2032)
2.3 United States Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032)
2.4 China Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032)
2.5 Europe Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032)
2.6 Japan Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032)
2.7 South Korea Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032)
2.8 ASEAN Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032)
2.9 India Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

3.1 World Coatings and Inks Industry Organically Modified Clay Production Value by Manufacturer (2021-2026)
3.2 World Coatings and Inks Industry Organically Modified Clay Production by Manufacturer (2021-2026)
3.3 World Coatings and Inks Industry Organically Modified Clay Average Price by Manufacturer (2021-2026)
3.4 Coatings and Inks Industry Organically Modified Clay Company Evaluation Quadrant
3.5 Industry Rank and Concentration Rate (CR)
3.5.1 Global Coatings and Inks Industry Organically Modified Clay Industry Rank of Major Manufacturers
3.5.2 Global Concentration Ratios (CR4) for Coatings and Inks Industry Organically Modified Clay in 2025
3.5.3 Global Concentration Ratios (CR8) for Coatings and Inks Industry Organically Modified Clay in 2025
3.6 Coatings and Inks Industry Organically Modified Clay Market: Overall Company Footprint Analysis
3.6.1 Coatings and Inks Industry Organically Modified Clay Market: Region Footprint
3.6.2 Coatings and Inks Industry Organically Modified Clay Market: Company Product Type Footprint

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3.6.3 Coatings and Inks Industry Organically Modified Clay Market: Company Product Application Footprint
3.7 Competitive Environment
3.7.1 Historical Structure of the Industry
3.7.2 Barriers of Market Entry
3.7.3 Factors of Competition
3.8 New Entrant and Capacity Expansion Plans
3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

4.1 United States VS China: Coatings and Inks Industry Organically Modified Clay Production Value Comparison
4.1.1 United States VS China: Coatings and Inks Industry Organically Modified Clay Production Value Comparison (2021 & 2025 & 2032)
4.1.2 United States VS China: Coatings and Inks Industry Organically Modified Clay Production Value Market Share Comparison (2021 & 2025 & 2032)
4.2 United States VS China: Coatings and Inks Industry Organically Modified Clay Production Comparison
4.2.1 United States VS China: Coatings and Inks Industry Organically Modified Clay Production Comparison (2021 & 2025 & 2032)
4.2.2 United States VS China: Coatings and Inks Industry Organically Modified Clay Production Market Share Comparison (2021 & 2025 & 2032)
4.3 United States VS China: Coatings and Inks Industry Organically Modified Clay Consumption Comparison
4.3.1 United States VS China: Coatings and Inks Industry Organically Modified Clay Consumption Comparison (2021 & 2025 & 2032)
4.3.2 United States VS China: Coatings and Inks Industry Organically Modified Clay Consumption Market Share Comparison (2021 & 2025 & 2032)
4.4 United States Based Coatings and Inks Industry Organically Modified Clay Manufacturers and Market Share, 2021-2026
4.4.1 United States Based Coatings and Inks Industry Organically Modified Clay Manufacturers, Headquarters and Production Site (States, Country)
4.4.2 United States Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Value (2021-2026)
4.4.3 United States Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production (2021-2026)
4.5 China Based Coatings and Inks Industry Organically Modified Clay Manufacturers and Market Share

+357 96 030922
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4.5.1 China Based Coatings and Inks Industry Organically Modified Clay Manufacturers, Headquarters and Production Site (Province, Country)
4.5.2 China Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Value (2021-2026)
4.5.3 China Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production (2021-2026)
4.6 Rest of World Based Coatings and Inks Industry Organically Modified Clay Manufacturers and Market Share, 2021-2026
4.6.1 Rest of World Based Coatings and Inks Industry Organically Modified Clay Manufacturers, Headquarters and Production Site (State, Country)
4.6.2 Rest of World Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Value (2021-2026)
4.6.3 Rest of World Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Coatings and Inks Industry Organically Modified Clay Market Size Overview by Type: 2021 VS 2025 VS 2032
5.2 Segment Introduction by Type
5.2.1 Powder
5.2.2 Granule
5.3 Market Segment by Type
5.3.1 World Coatings and Inks Industry Organically Modified Clay Production by Type (2021-2032)
5.3.2 World Coatings and Inks Industry Organically Modified Clay Production Value by Type (2021-2032)
5.3.3 World Coatings and Inks Industry Organically Modified Clay Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY POLARITY OF APPLICATION SYSTEM

6.1 World Coatings and Inks Industry Organically Modified Clay Market Size Overview by Polarity of Application System: 2021 VS 2025 VS 2032
6.2 Segment Introduction by Polarity of Application System
6.2.1 Low and Medium Polarity Organoclay
6.2.2 High Polarity Organoclay
6.2.3 Water-dispersible Organoclay
6.2.4 Universal Organoclay

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6.3 Market Segment by Polarity of Application System
6.3.1 World Coatings and Inks Industry Organically Modified Clay Production by Polarity of Application System (2021-2032)
6.3.2 World Coatings and Inks Industry Organically Modified Clay Production Value by Polarity of Application System (2021-2032)
6.3.3 World Coatings and Inks Industry Organically Modified Clay Average Price by Polarity of Application System (2021-2032)

7 MARKET ANALYSIS BY ACTIVATION METHOD

7.1 World Coatings and Inks Industry Organically Modified Clay Market Size Overview by Activation Method: 2021 VS 2025 VS 2032
7.2 Segment Introduction by Activation Method
7.2.1 Conventional Organoclay
7.2.2 Self-activating Organoclay
7.2.3 Pre-activated Organoclay
7.3 Market Segment by Activation Method
7.3.1 World Coatings and Inks Industry Organically Modified Clay Production by Activation Method (2021-2032)
7.3.2 World Coatings and Inks Industry Organically Modified Clay Production Value by Activation Method (2021-2032)
7.3.3 World Coatings and Inks Industry Organically Modified Clay Average Price by Activation Method (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Coatings and Inks Industry Organically Modified Clay Market Size Overview by Application: 2021 VS 2025 VS 2032
8.2 Segment Introduction by Application
8.2.1 Coatings Industry
8.2.2 Inks Industry
8.3 Market Segment by Application
8.3.1 World Coatings and Inks Industry Organically Modified Clay Production by Application (2021-2032)
8.3.2 World Coatings and Inks Industry Organically Modified Clay Production Value by Application (2021-2032)
8.3.3 World Coatings and Inks Industry Organically Modified Clay Average Price by Application (2021-2032)

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9 COMPANY PROFILES

9.1 MTI
9.1.1 MTI Details
9.1.2 MTI Major Business
9.1.3 MTI Coatings and Inks Industry Organically Modified Clay Product and Services
9.1.4 MTI Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.1.5 MTI Recent Developments/Updates
9.1.6 MTI Competitive Strengths & Weaknesses
9.2 Fenghong New Material
9.2.1 Fenghong New Material Details
9.2.2 Fenghong New Material Major Business
9.2.3 Fenghong New Material Coatings and Inks Industry Organically Modified Clay Product and Services
9.2.4 Fenghong New Material Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.2.5 Fenghong New Material Recent Developments/Updates
9.2.6 Fenghong New Material Competitive Strengths & Weaknesses
9.3 MI-SWACO
9.3.1 MI-SWACO Details
9.3.2 MI-SWACO Major Business
9.3.3 MI-SWACO Coatings and Inks Industry Organically Modified Clay Product and Services
9.3.4 MI-SWACO Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.3.5 MI-SWACO Recent Developments/Updates
9.3.6 MI-SWACO Competitive Strengths & Weaknesses
9.4 BYK
9.4.1 BYK Details
9.4.2 BYK Major Business
9.4.3 BYK Coatings and Inks Industry Organically Modified Clay Product and Services
9.4.4 BYK Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.4.5 BYK Recent Developments/Updates
9.4.6 BYK Competitive Strengths & Weaknesses
9.5 Elementis
9.5.1 Elementis Details
9.5.2 Elementis Major Business

+357 96 030922
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9.5.3 Elementis Coatings and Inks Industry Organically Modified Clay Product and Services
9.5.4 Elementis Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.5.5 Elementis Recent Developments/Updates
9.5.6 Elementis Competitive Strengths & Weaknesses
9.6 Camp-Shinning
9.6.1 Camp-Shinning Details
9.6.2 Camp-Shinning Major Business
9.6.3 Camp-Shinning Coatings and Inks Industry Organically Modified Clay Product and Services
9.6.4 Camp-Shinning Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.6.5 Camp-Shinning Recent Developments/Updates
9.6.6 Camp-Shinning Competitive Strengths & Weaknesses
9.7 Huawei Bentonite
9.7.1 Huawei Bentonite Details
9.7.2 Huawei Bentonite Major Business
9.7.3 Huawei Bentonite Coatings and Inks Industry Organically Modified Clay Product and Services
9.7.4 Huawei Bentonite Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.7.5 Huawei Bentonite Recent Developments/Updates
9.7.6 Huawei Bentonite Competitive Strengths & Weaknesses
9.8 Qinghong New Material
9.8.1 Qinghong New Material Details
9.8.2 Qinghong New Material Major Business
9.8.3 Qinghong New Material Coatings and Inks Industry Organically Modified Clay Product and Services
9.8.4 Qinghong New Material Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.8.5 Qinghong New Material Recent Developments/Updates
9.8.6 Qinghong New Material Competitive Strengths & Weaknesses
9.9 HongYu New Material
9.9.1 HongYu New Material Details
9.9.2 HongYu New Material Major Business
9.9.3 HongYu New Material Coatings and Inks Industry Organically Modified Clay Product and Services
9.9.4 HongYu New Material Coatings and Inks Industry Organically Modified Clay

+357 96 030922
info@marketpublishers.com

Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.9.5 HongYu New Material Recent Developments/Updates
9.9.6 HongYu New Material Competitive Strengths & Weaknesses
9.10 Ashapura
9.10.1 Ashapura Details
9.10.2 Ashapura Major Business
9.10.3 Ashapura Coatings and Inks Industry Organically Modified Clay Product and Services
9.10.4 Ashapura Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.10.5 Ashapura Recent Developments/Updates
9.10.6 Ashapura Competitive Strengths & Weaknesses
9.11 Bentonite Performance Minerals
9.11.1 Bentonite Performance Minerals Details
9.11.2 Bentonite Performance Minerals Major Business
9.11.3 Bentonite Performance Minerals Coatings and Inks Industry Organically Modified Clay Product and Services
9.11.4 Bentonite Performance Minerals Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.11.5 Bentonite Performance Minerals Recent Developments/Updates
9.11.6 Bentonite Performance Minerals Competitive Strengths & Weaknesses
9.12 Hojun
9.12.1 Hojun Details
9.12.2 Hojun Major Business
9.12.3 Hojun Coatings and Inks Industry Organically Modified Clay Product and Services
9.12.4 Hojun Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.12.5 Hojun Recent Developments/Updates
9.12.6 Hojun Competitive Strengths & Weaknesses
9.13 Changan Renheng
9.13.1 Changan Renheng Details
9.13.2 Changan Renheng Major Business
9.13.3 Changan Renheng Coatings and Inks Industry Organically Modified Clay Product and Services
9.13.4 Changan Renheng Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.13.5 Changan Renheng Recent Developments/Updates
9.13.6 Changan Renheng Competitive Strengths & Weaknesses

+357 96 030922
info@marketpublishers.com

9.14 Laviosa
9.14.1 Laviosa Details
9.14.2 Laviosa Major Business
9.14.3 Laviosa Coatings and Inks Industry Organically Modified Clay Product and Services
9.14.4 Laviosa Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.14.5 Laviosa Recent Developments/Updates
9.14.6 Laviosa Competitive Strengths & Weaknesses
9.15 Unitech Chemicals
9.15.1 Unitech Chemicals Details
9.15.2 Unitech Chemicals Major Business
9.15.3 Unitech Chemicals Coatings and Inks Industry Organically Modified Clay Product and Services
9.15.4 Unitech Chemicals Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.15.5 Unitech Chemicals Recent Developments/Updates
9.15.6 Unitech Chemicals Competitive Strengths & Weaknesses
9.16 Tolsa
9.16.1 Tolsa Details
9.16.2 Tolsa Major Business
9.16.3 Tolsa Coatings and Inks Industry Organically Modified Clay Product and Services
9.16.4 Tolsa Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.16.5 Tolsa Recent Developments/Updates
9.16.6 Tolsa Competitive Strengths & Weaknesses
9.17 RPMinerals (IDIC-SDC)
9.17.1 RPMinerals (IDIC-SDC) Details
9.17.2 RPMinerals (IDIC-SDC) Major Business
9.17.3 RPMinerals (IDIC-SDC) Coatings and Inks Industry Organically Modified Clay Product and Services
9.17.4 RPMinerals (IDIC-SDC) Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.17.5 RPMinerals (IDIC-SDC) Recent Developments/Updates
9.17.6 RPMinerals (IDIC-SDC) Competitive Strengths & Weaknesses
9.18 Camp-Shinning New Material
9.18.1 Camp-Shinning New Material Details
9.18.2 Camp-Shinning New Material Major Business

+357 96 030922
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9.18.3 Camp-Shinning New Material Coatings and Inks Industry Organically Modified Clay Product and Services
9.18.4 Camp-Shinning New Material Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.18.5 Camp-Shinning New Material Recent Developments/Updates
9.18.6 Camp-Shinning New Material Competitive Strengths & Weaknesses
9.19 Unitech Chemicals (Zibo) Co., Ltd.
9.19.1 Unitech Chemicals (Zibo) Co., Ltd. Details
9.19.2 Unitech Chemicals (Zibo) Co., Ltd. Major Business
9.19.3 Unitech Chemicals (Zibo) Co., Ltd. Coatings and Inks Industry Organically Modified Clay Product and Services
9.19.4 Unitech Chemicals (Zibo) Co., Ltd. Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.19.5 Unitech Chemicals (Zibo) Co., Ltd. Recent Developments/Updates
9.19.6 Unitech Chemicals (Zibo) Co., Ltd. Competitive Strengths & Weaknesses
9.20 Cutch Oil
9.20.1 Cutch Oil Details
9.20.2 Cutch Oil Major Business
9.20.3 Cutch Oil Coatings and Inks Industry Organically Modified Clay Product and Services
9.20.4 Cutch Oil Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.20.5 Cutch Oil Recent Developments/Updates
9.20.6 Cutch Oil Competitive Strengths & Weaknesses
9.21 RheoMinerals
9.21.1 RheoMinerals Details
9.21.2 RheoMinerals Major Business
9.21.3 RheoMinerals Coatings and Inks Industry Organically Modified Clay Product and Services
9.21.4 RheoMinerals Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.21.5 RheoMinerals Recent Developments/Updates
9.21.6 RheoMinerals Competitive Strengths & Weaknesses
9.22 KUNIMINE Industries
9.22.1 KUNIMINE Industries Details
9.22.2 KUNIMINE Industries Major Business
9.22.3 KUNIMINE Industries Coatings and Inks Industry Organically Modified Clay Product and Services
9.22.4 KUNIMINE Industries Coatings and Inks Industry Organically Modified Clay

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info@marketpublishers.com

Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.22.5 KUNIMINE Industries Recent Developments/Updates
9.22.6 KUNIMINE Industries Competitive Strengths & Weaknesses
9.23 Bentonite Group of Companies
9.23.1 Bentonite Group of Companies Details
9.23.2 Bentonite Group of Companies Major Business
9.23.3 Bentonite Group of Companies Coatings and Inks Industry Organically Modified Clay Product and Services
9.23.4 Bentonite Group of Companies Coatings and Inks Industry Organically Modified Clay Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.23.5 Bentonite Group of Companies Recent Developments/Updates
9.23.6 Bentonite Group of Companies Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Coatings and Inks Industry Organically Modified Clay Industry Chain
10.2 Coatings and Inks Industry Organically Modified Clay Upstream Analysis
10.2.1 Coatings and Inks Industry Organically Modified Clay Core Raw Materials
10.2.2 Main Manufacturers of Coatings and Inks Industry Organically Modified Clay Core Raw Materials
10.3 Midstream Analysis
10.4 Downstream Analysis
10.5 Coatings and Inks Industry Organically Modified Clay Production Mode
10.6 Coatings and Inks Industry Organically Modified Clay Procurement Model
10.7 Coatings and Inks Industry Organically Modified Clay Industry Sales Model and Sales Channels
10.7.1 Coatings and Inks Industry Organically Modified Clay Sales Model
10.7.2 Coatings and Inks Industry Organically Modified Clay Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology
12.2 Research Process and Data Source
12.3 Disclaimer

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. World Coatings and Inks Industry Organically Modified Clay Production Value by Region (2021, 2025 and 2032) & (USD Million)
Table 2. World Coatings and Inks Industry Organically Modified Clay Production Value by Region (2021-2026) & (USD Million)
Table 3. World Coatings and Inks Industry Organically Modified Clay Production Value by Region (2027-2032) & (USD Million)
Table 4. World Coatings and Inks Industry Organically Modified Clay Production Value Market Share by Region (2021-2026)
Table 5. World Coatings and Inks Industry Organically Modified Clay Production Value Market Share by Region (2027-2032)
Table 6. World Coatings and Inks Industry Organically Modified Clay Production by Region (2021-2026) & (Kilotons)
Table 7. World Coatings and Inks Industry Organically Modified Clay Production by Region (2027-2032) & (Kilotons)
Table 8. World Coatings and Inks Industry Organically Modified Clay Production Market Share by Region (2021-2026)
Table 9. World Coatings and Inks Industry Organically Modified Clay Production Market Share by Region (2027-2032)
Table 10. World Coatings and Inks Industry Organically Modified Clay Average Price by Region (2021-2026) & (US$/Ton)
Table 11. World Coatings and Inks Industry Organically Modified Clay Average Price by Region (2027-2032) & (US$/Ton)
Table 12. Coatings and Inks Industry Organically Modified Clay Major Market Trends
Table 13. World Coatings and Inks Industry Organically Modified Clay Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Kilotons)
Table 14. World Coatings and Inks Industry Organically Modified Clay Consumption by Region (2021-2026) & (Kilotons)
Table 15. World Coatings and Inks Industry Organically Modified Clay Consumption Forecast by Region (2027-2032) & (Kilotons)
Table 16. World Coatings and Inks Industry Organically Modified Clay Production Value by Manufacturer (2021-2026) & (USD Million)
Table 17. Production Value Market Share of Key Coatings and Inks Industry Organically Modified Clay Producers in 2025
Table 18. World Coatings and Inks Industry Organically Modified Clay Production by Manufacturer (2021-2026) & (Kilotons)

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Table 19. Production Market Share of Key Coatings and Inks Industry Organically Modified Clay Producers in 2025
Table 20. World Coatings and Inks Industry Organically Modified Clay Average Price by Manufacturer (2021-2026) & (US$/Ton)
Table 21. Global Coatings and Inks Industry Organically Modified Clay Company Evaluation Quadrant
Table 22. World Coatings and Inks Industry Organically Modified Clay Industry Rank of Major Manufacturers, Based on Production Value in 2025
Table 23. Head Office and Coatings and Inks Industry Organically Modified Clay Production Site of Key Manufacturer
Table 24. Coatings and Inks Industry Organically Modified Clay Market: Company Product Type Footprint
Table 25. Coatings and Inks Industry Organically Modified Clay Market: Company Product Application Footprint
Table 26. Coatings and Inks Industry Organically Modified Clay Competitive Factors
Table 27. Coatings and Inks Industry Organically Modified Clay New Entrant and Capacity Expansion Plans
Table 28. Coatings and Inks Industry Organically Modified Clay Mergers & Acquisitions Activity
Table 29. United States VS China Coatings and Inks Industry Organically Modified Clay Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
Table 30. United States VS China Coatings and Inks Industry Organically Modified Clay Production Comparison, (2021 & 2025 & 2032) & (Kilotons)
Table 31. United States VS China Coatings and Inks Industry Organically Modified Clay Consumption Comparison, (2021 & 2025 & 2032) & (Kilotons)
Table 32. United States Based Coatings and Inks Industry Organically Modified Clay Manufacturers, Headquarters and Production Site (States, Country)
Table 33. United States Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Value, (2021-2026) & (USD Million)
Table 34. United States Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Value Market Share (2021-2026)
Table 35. United States Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production (2021-2026) & (Kilotons)
Table 36. United States Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Market Share (2021-2026)
Table 37. China Based Coatings and Inks Industry Organically Modified Clay Manufacturers, Headquarters and Production Site (Province, Country)
Table 38. China Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Value, (2021-2026) & (USD Million)

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Table 39. China Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Value Market Share (2021-2026)
Table 40. China Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production, (2021-2026) & (Kilotons)
Table 41. China Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Market Share (2021-2026)
Table 42. Rest of World Based Coatings and Inks Industry Organically Modified Clay Manufacturers, Headquarters and Production Site (State, Country)
Table 43. Rest of World Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Value, (2021-2026) & (USD Million)
Table 44. Rest of World Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Value Market Share (2021-2026)
Table 45. Rest of World Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production, (2021-2026) & (Kilotons)
Table 46. Rest of World Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Market Share (2021-2026)
Table 47. World Coatings and Inks Industry Organically Modified Clay Production Value by Type, (USD Million), 2021 & 2025 & 2032
Table 48. World Coatings and Inks Industry Organically Modified Clay Production by Type (2021-2026) & (Kilotons)
Table 49. World Coatings and Inks Industry Organically Modified Clay Production by Type (2027-2032) & (Kilotons)
Table 50. World Coatings and Inks Industry Organically Modified Clay Production Value by Type (2021-2026) & (USD Million)
Table 51. World Coatings and Inks Industry Organically Modified Clay Production Value by Type (2027-2032) & (USD Million)
Table 52. World Coatings and Inks Industry Organically Modified Clay Average Price by Type (2021-2026) & (US$/Ton)
Table 53. World Coatings and Inks Industry Organically Modified Clay Average Price by Type (2027-2032) & (US$/Ton)
Table 54. World Coatings and Inks Industry Organically Modified Clay Production Value by Polarity of Application System, (USD Million), 2021 & 2025 & 2032
Table 55. World Coatings and Inks Industry Organically Modified Clay Production by Polarity of Application System (2021-2026) & (Kilotons)
Table 56. World Coatings and Inks Industry Organically Modified Clay Production by Polarity of Application System (2027-2032) & (Kilotons)
Table 57. World Coatings and Inks Industry Organically Modified Clay Production Value by Polarity of Application System (2021-2026) & (USD Million)
Table 58. World Coatings and Inks Industry Organically Modified Clay Production Value

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by Polarity of Application System (2027-2032) & (USD Million)
Table 59. World Coatings and Inks Industry Organically Modified Clay Average Price by Polarity of Application System (2021-2026) & (US$/Ton)
Table 60. World Coatings and Inks Industry Organically Modified Clay Average Price by Polarity of Application System (2027-2032) & (US$/Ton)
Table 61. World Coatings and Inks Industry Organically Modified Clay Production Value by Activation Method, (USD Million), 2021 & 2025 & 2032
Table 62. World Coatings and Inks Industry Organically Modified Clay Production by Activation Method (2021-2026) & (Kilotons)
Table 63. World Coatings and Inks Industry Organically Modified Clay Production by Activation Method (2027-2032) & (Kilotons)
Table 64. World Coatings and Inks Industry Organically Modified Clay Production Value by Activation Method (2021-2026) & (USD Million)
Table 65. World Coatings and Inks Industry Organically Modified Clay Production Value by Activation Method (2027-2032) & (USD Million)
Table 66. World Coatings and Inks Industry Organically Modified Clay Average Price by Activation Method (2021-2026) & (US$/Ton)
Table 67. World Coatings and Inks Industry Organically Modified Clay Average Price by Activation Method (2027-2032) & (US$/Ton)
Table 68. World Coatings and Inks Industry Organically Modified Clay Production Value by Application, (USD Million), 2021 & 2025 & 2032
Table 69. World Coatings and Inks Industry Organically Modified Clay Production by Application (2021-2026) & (Kilotons)
Table 70. World Coatings and Inks Industry Organically Modified Clay Production by Application (2027-2032) & (Kilotons)
Table 71. World Coatings and Inks Industry Organically Modified Clay Production Value by Application (2021-2026) & (USD Million)
Table 72. World Coatings and Inks Industry Organically Modified Clay Production Value by Application (2027-2032) & (USD Million)
Table 73. World Coatings and Inks Industry Organically Modified Clay Average Price by Application (2021-2026) & (US$/Ton)
Table 74. World Coatings and Inks Industry Organically Modified Clay Average Price by Application (2027-2032) & (US$/Ton)
Table 75. MTI Basic Information, Manufacturing Base and Competitors
Table 76. MTI Major Business
Table 77. MTI Coatings and Inks Industry Organically Modified Clay Product and Services
Table 78. MTI Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market

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Share (2021-2026)
Table 79. MTI Recent Developments/Updates
Table 80. MTI Competitive Strengths & Weaknesses
Table 81. Fenghong New Material Basic Information, Manufacturing Base and Competitors
Table 82. Fenghong New Material Major Business
Table 83. Fenghong New Material Coatings and Inks Industry Organically Modified Clay Product and Services
Table 84. Fenghong New Material Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 85. Fenghong New Material Recent Developments/Updates
Table 86. Fenghong New Material Competitive Strengths & Weaknesses
Table 87. MI-SWACO Basic Information, Manufacturing Base and Competitors
Table 88. MI-SWACO Major Business
Table 89. MI-SWACO Coatings and Inks Industry Organically Modified Clay Product and Services
Table 90. MI-SWACO Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 91. MI-SWACO Recent Developments/Updates
Table 92. MI-SWACO Competitive Strengths & Weaknesses
Table 93. BYK Basic Information, Manufacturing Base and Competitors
Table 94. BYK Major Business
Table 95. BYK Coatings and Inks Industry Organically Modified Clay Product and Services
Table 96. BYK Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. BYK Recent Developments/Updates
Table 98. BYK Competitive Strengths & Weaknesses
Table 99. Elementis Basic Information, Manufacturing Base and Competitors
Table 100. Elementis Major Business
Table 101. Elementis Coatings and Inks Industry Organically Modified Clay Product and Services
Table 102. Elementis Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. Elementis Recent Developments/Updates

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Table 104. Elementis Competitive Strengths & Weaknesses
Table 105. Camp-Shinning Basic Information, Manufacturing Base and Competitors
Table 106. Camp-Shinning Major Business
Table 107. Camp-Shinning Coatings and Inks Industry Organically Modified Clay Product and Services
Table 108. Camp-Shinning Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. Camp-Shinning Recent Developments/Updates
Table 110. Camp-Shinning Competitive Strengths & Weaknesses
Table 111. Huawei Bentonite Basic Information, Manufacturing Base and Competitors
Table 112. Huawei Bentonite Major Business
Table 113. Huawei Bentonite Coatings and Inks Industry Organically Modified Clay Product and Services
Table 114. Huawei Bentonite Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. Huawei Bentonite Recent Developments/Updates
Table 116. Huawei Bentonite Competitive Strengths & Weaknesses
Table 117. Qinghong New Material Basic Information, Manufacturing Base and Competitors
Table 118. Qinghong New Material Major Business
Table 119. Qinghong New Material Coatings and Inks Industry Organically Modified Clay Product and Services
Table 120. Qinghong New Material Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 121. Qinghong New Material Recent Developments/Updates
Table 122. Qinghong New Material Competitive Strengths & Weaknesses
Table 123. HongYu New Material Basic Information, Manufacturing Base and Competitors
Table 124. HongYu New Material Major Business
Table 125. HongYu New Material Coatings and Inks Industry Organically Modified Clay Product and Services
Table 126. HongYu New Material Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 127. HongYu New Material Recent Developments/Updates
Table 128. HongYu New Material Competitive Strengths & Weaknesses

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Table 129. Ashapura Basic Information, Manufacturing Base and Competitors
Table 130. Ashapura Major Business
Table 131. Ashapura Coatings and Inks Industry Organically Modified Clay Product and Services
Table 132. Ashapura Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 133. Ashapura Recent Developments/Updates
Table 134. Ashapura Competitive Strengths & Weaknesses
Table 135. Bentonite Performance Minerals Basic Information, Manufacturing Base and Competitors
Table 136. Bentonite Performance Minerals Major Business
Table 137. Bentonite Performance Minerals Coatings and Inks Industry Organically Modified Clay Product and Services
Table 138. Bentonite Performance Minerals Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 139. Bentonite Performance Minerals Recent Developments/Updates
Table 140. Bentonite Performance Minerals Competitive Strengths & Weaknesses
Table 141. Hojun Basic Information, Manufacturing Base and Competitors
Table 142. Hojun Major Business
Table 143. Hojun Coatings and Inks Industry Organically Modified Clay Product and Services
Table 144. Hojun Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 145. Hojun Recent Developments/Updates
Table 146. Hojun Competitive Strengths & Weaknesses
Table 147. Changan Renheng Basic Information, Manufacturing Base and Competitors
Table 148. Changan Renheng Major Business
Table 149. Changan Renheng Coatings and Inks Industry Organically Modified Clay Product and Services
Table 150. Changan Renheng Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 151. Changan Renheng Recent Developments/Updates
Table 152. Changan Renheng Competitive Strengths & Weaknesses
Table 153. Laviosa Basic Information, Manufacturing Base and Competitors
Table 154. Laviosa Major Business

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Table 155. Laviosa Coatings and Inks Industry Organically Modified Clay Product and Services
Table 156. Laviosa Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 157. Laviosa Recent Developments/Updates
Table 158. Laviosa Competitive Strengths & Weaknesses
Table 159. Unitech Chemicals Basic Information, Manufacturing Base and Competitors
Table 160. Unitech Chemicals Major Business
Table 161. Unitech Chemicals Coatings and Inks Industry Organically Modified Clay Product and Services
Table 162. Unitech Chemicals Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 163. Unitech Chemicals Recent Developments/Updates
Table 164. Unitech Chemicals Competitive Strengths & Weaknesses
Table 165. Tolsa Basic Information, Manufacturing Base and Competitors
Table 166. Tolsa Major Business
Table 167. Tolsa Coatings and Inks Industry Organically Modified Clay Product and Services
Table 168. Tolsa Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 169. Tolsa Recent Developments/Updates
Table 170. Tolsa Competitive Strengths & Weaknesses
Table 171. RPMinerals (IDIC-SDC) Basic Information, Manufacturing Base and Competitors
Table 172. RPMinerals (IDIC-SDC) Major Business
Table 173. RPMinerals (IDIC-SDC) Coatings and Inks Industry Organically Modified Clay Product and Services
Table 174. RPMinerals (IDIC-SDC) Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 175. RPMinerals (IDIC-SDC) Recent Developments/Updates
Table 176. RPMinerals (IDIC-SDC) Competitive Strengths & Weaknesses
Table 177. Camp-Shinning New Material Basic Information, Manufacturing Base and Competitors
Table 178. Camp-Shinning New Material Major Business
Table 179. Camp-Shinning New Material Coatings and Inks Industry Organically

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Modified Clay Product and Services
Table 180. Camp-Shinning New Material Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 181. Camp-Shinning New Material Recent Developments/Updates
Table 182. Camp-Shinning New Material Competitive Strengths & Weaknesses
Table 183. Unitech Chemicals (Zibo) Co., Ltd. Basic Information, Manufacturing Base and Competitors
Table 184. Unitech Chemicals (Zibo) Co., Ltd. Major Business
Table 185. Unitech Chemicals (Zibo) Co., Ltd. Coatings and Inks Industry Organically Modified Clay Product and Services
Table 186. Unitech Chemicals (Zibo) Co., Ltd. Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 187. Unitech Chemicals (Zibo) Co., Ltd. Recent Developments/Updates
Table 188. Unitech Chemicals (Zibo) Co., Ltd. Competitive Strengths & Weaknesses
Table 189. Cutch Oil Basic Information, Manufacturing Base and Competitors
Table 190. Cutch Oil Major Business
Table 191. Cutch Oil Coatings and Inks Industry Organically Modified Clay Product and Services
Table 192. Cutch Oil Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 193. Cutch Oil Recent Developments/Updates
Table 194. Cutch Oil Competitive Strengths & Weaknesses
Table 195. RheoMinerals Basic Information, Manufacturing Base and Competitors
Table 196. RheoMinerals Major Business
Table 197. RheoMinerals Coatings and Inks Industry Organically Modified Clay Product and Services
Table 198. RheoMinerals Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 199. RheoMinerals Recent Developments/Updates
Table 200. RheoMinerals Competitive Strengths & Weaknesses
Table 201. KUNIMINE Industries Basic Information, Manufacturing Base and Competitors
Table 202. KUNIMINE Industries Major Business
Table 203. KUNIMINE Industries Coatings and Inks Industry Organically Modified Clay Product and Services

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Table 204. KUNIMINE Industries Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 205. KUNIMINE Industries Recent Developments/Updates
Table 206. KUNIMINE Industries Competitive Strengths & Weaknesses
Table 207. Bentonite Group of Companies Basic Information, Manufacturing Base and Competitors
Table 208. Bentonite Group of Companies Major Business
Table 209. Bentonite Group of Companies Coatings and Inks Industry Organically Modified Clay Product and Services
Table 210. Bentonite Group of Companies Coatings and Inks Industry Organically Modified Clay Production (Kilotons), Price (US$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 211. Bentonite Group of Companies Recent Developments/Updates
Table 212. Bentonite Group of Companies Competitive Strengths & Weaknesses
Table 213. Global Key Players of Coatings and Inks Industry Organically Modified Clay Upstream (Raw Materials)
Table 214. Global Coatings and Inks Industry Organically Modified Clay Typical Customers
Table 215. Coatings and Inks Industry Organically Modified Clay Typical Distributors

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List Of Figures

LIST OF FIGURES

Figure 1. Coatings and Inks Industry Organically Modified Clay Picture
Figure 2. World Coatings and Inks Industry Organically Modified Clay Production Value: 2021 & 2025 & 2032, (USD Million)
Figure 3. World Coatings and Inks Industry Organically Modified Clay Production Value and Forecast (2021-2032) & (USD Million)
Figure 4. World Coatings and Inks Industry Organically Modified Clay Production (2021-2032) & (Kilotons)
Figure 5. World Coatings and Inks Industry Organically Modified Clay Average Price (2021-2032) & (US$/Ton)
Figure 6. World Coatings and Inks Industry Organically Modified Clay Production Value Market Share by Region (2021-2032)
Figure 7. World Coatings and Inks Industry Organically Modified Clay Production Market Share by Region (2021-2032)
Figure 8. North America Coatings and Inks Industry Organically Modified Clay Production (2021-2032) & (Kilotons)
Figure 9. Europe Coatings and Inks Industry Organically Modified Clay Production (2021-2032) & (Kilotons)
Figure 10. China Coatings and Inks Industry Organically Modified Clay Production (2021-2032) & (Kilotons)
Figure 11. Japan Coatings and Inks Industry Organically Modified Clay Production (2021-2032) & (Kilotons)
Figure 12. Coatings and Inks Industry Organically Modified Clay Market Drivers
Figure 13. Factors Affecting Demand
Figure 14. World Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032) & (Kilotons)
Figure 15. World Coatings and Inks Industry Organically Modified Clay Consumption Market Share by Region (2021-2032)
Figure 16. United States Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032) & (Kilotons)
Figure 17. China Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032) & (Kilotons)
Figure 18. Europe Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032) & (Kilotons)
Figure 19. Japan Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032) & (Kilotons)

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Figure 20. South Korea Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032) & (Kilotons)
Figure 21. ASEAN Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032) & (Kilotons)
Figure 22. India Coatings and Inks Industry Organically Modified Clay Consumption (2021-2032) & (Kilotons)
Figure 23. Producer Shipments of Coatings and Inks Industry Organically Modified Clay by Manufacturer Revenue ($MM) and Market Share (%): 2025
Figure 24. Global Four-firm Concentration Ratios (CR4) for Coatings and Inks Industry Organically Modified Clay Markets in 2025
Figure 25. Global Four-firm Concentration Ratios (CR8) for Coatings and Inks Industry Organically Modified Clay Markets in 2025
Figure 26. United States VS China: Coatings and Inks Industry Organically Modified Clay Production Value Market Share Comparison (2021 & 2025 & 2032)
Figure 27. United States VS China: Coatings and Inks Industry Organically Modified Clay Production Market Share Comparison (2021 & 2025 & 2032)
Figure 28. United States VS China: Coatings and Inks Industry Organically Modified Clay Consumption Market Share Comparison (2021 & 2025 & 2032)
Figure 29. United States Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Market Share 2025
Figure 30. China Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Market Share 2025
Figure 31. Rest of World Based Manufacturers Coatings and Inks Industry Organically Modified Clay Production Market Share 2025
Figure 32. World Coatings and Inks Industry Organically Modified Clay Production Value by Type, (USD Million), 2021 & 2025 & 2032
Figure 33. World Coatings and Inks Industry Organically Modified Clay Production Value Market Share by Type in 2025
Figure 34. Powder
Figure 35. Granule
Figure 36. World Coatings and Inks Industry Organically Modified Clay Production Market Share by Type (2021-2032)
Figure 37. World Coatings and Inks Industry Organically Modified Clay Production Value Market Share by Type (2021-2032)
Figure 38. World Coatings and Inks Industry Organically Modified Clay Average Price by Type (2021-2032) & (US$/Ton)
Figure 39. World Coatings and Inks Industry Organically Modified Clay Production Value by Polarity of Application System, (USD Million), 2021 & 2025 & 2032
Figure 40. World Coatings and Inks Industry Organically Modified Clay Production

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Value Market Share by Polarity of Application System in 2025
Figure 41. Low and Medium Polarity Organoclay
Figure 42. High Polarity Organoclay
Figure 43. Water-dispersible Organoclay
Figure 44. Universal Organoclay
Figure 45. World Coatings and Inks Industry Organically Modified Clay Production Market Share by Polarity of Application System (2021-2032)
Figure 46. World Coatings and Inks Industry Organically Modified Clay Production Value Market Share by Polarity of Application System (2021-2032)
Figure 47. World Coatings and Inks Industry Organically Modified Clay Average Price by Polarity of Application System (2021-2032) & (US$/Ton)
Figure 48. World Coatings and Inks Industry Organically Modified Clay Production Value by Activation Method, (USD Million), 2021 & 2025 & 2032
Figure 49. World Coatings and Inks Industry Organically Modified Clay Production Value Market Share by Activation Method in 2025
Figure 50. Conventional Organoclay
Figure 51. Self-activating Organoclay
Figure 52. Pre-activated Organoclay
Figure 53. World Coatings and Inks Industry Organically Modified Clay Production Market Share by Activation Method (2021-2032)
Figure 54. World Coatings and Inks Industry Organically Modified Clay Production Value Market Share by Activation Method (2021-2032)
Figure 55. World Coatings and Inks Industry Organically Modified Clay Average Price by Activation Method (2021-2032) & (US$/Ton)
Figure 56. World Coatings and Inks Industry Organically Modified Clay Production Value by Application, (USD Million), 2021 & 2025 & 2032
Figure 57. World Coatings and Inks Industry Organically Modified Clay Production Value Market Share by Application in 2025
Figure 58. Coatings Industry
Figure 59. Inks Industry
Figure 60. World Coatings and Inks Industry Organically Modified Clay Production Market Share by Application (2021-2032)
Figure 61. World Coatings and Inks Industry Organically Modified Clay Production Value Market Share by Application (2021-2032)
Figure 62. World Coatings and Inks Industry Organically Modified Clay Average Price by Application (2021-2032) & (US$/Ton)
Figure 63. Coatings and Inks Industry Organically Modified Clay Industry Chain
Figure 64. Coatings and Inks Industry Organically Modified Clay Procurement Model
Figure 65. Coatings and Inks Industry Organically Modified Clay Sales Model

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Figure 66. Coatings and Inks Industry Organically Modified Clay Sales Channels, Direct Sales, and Distribution
Figure 67. Methodology
Figure 68. Research Process and Data Source

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