

Global Heat Reflective Cool Pigments Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Heat Reflective Cool Pigments market size is expected to reach \$ 222 million by 2032, rising at a market growth of 5.7% CAGR during the forecast period (2026-2032).

Heat reflective cool pigments are color pigments engineered to keep the desired visible color while reflecting a higher portion of the near-infrared (NIR) part of sunlight, thereby reducing heat build-up compared with conventional pigments of the same color. In many “cool color” designs, the pigment is formulated to absorb visible wavelengths for color but reflect/reject the invisible IR/NIR wavelengths, improving Total Solar Reflectance (TSR) and lowering surface temperature.

Heat reflective cool pigments are predominantly supplied as NIR/IR-reflective inorganic pigments, very often based on mixed-metal oxide / complex inorganic color pigment (CICP) chemistries. Upstream inputs typically include metal-oxide precursors (e.g., iron, chromium, cobalt, manganese and related oxides) that are reacted via high-temperature solid-state calcination to form stable crystalline phases, followed by crushing/milling, particle-size classification, and (when needed) surface treatment or predispersed forms to meet coatings/plastics processing requirements.

Downstream demand is concentrated in cool-roof and cool-building envelope systems (roof coatings, metal roofs, tiles, shingles/granules, facade paints), as well as industrial/coil/powder coatings and outdoor plastics where lowering solar heat gain improves durability and reduces cooling loads.

In 2025, global sales of heat reflective cool pigments reached approximately 9,782 tons, with an average global market price of around US\$ 15/kg. Production capacity varies

significantly among manufacturers, with gross profit margins ranging from approximately 25% to 40%.

This report studies the global Heat Reflective Cool Pigments production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Heat Reflective Cool Pigments 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 Heat Reflective Cool Pigments that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Heat Reflective Cool Pigments total production and demand, 2021-2032, (Tons)

Global Heat Reflective Cool Pigments total production value, 2021-2032, (USD Million)

Global Heat Reflective Cool Pigments production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Heat Reflective Cool Pigments consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Heat Reflective Cool Pigments domestic production, consumption, key domestic manufacturers and share

Global Heat Reflective Cool Pigments production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Heat Reflective Cool Pigments production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Heat Reflective Cool Pigments production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Heat Reflective Cool Pigments 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 Shepherd Color, DIC (Sun Chemical), Lanxess, Sudarshan, Vibrantz Technologies, Toyo Seikan (TOMATEC), OXERRA, Hunan Jufa Pigment, Zhonglong Materials, Cadello, 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 Heat Reflective Cool Pigments market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/kg) 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 Heat Reflective Cool Pigments Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Heat Reflective Cool Pigments Market, Segmentation by Type:

Cool Black Pigments

Cool Brown Pigments

Other

Global Heat Reflective Cool Pigments Market, Segmentation by Chemical Composition:

Chromium-Containing

Chromium-Free

Global Heat Reflective Cool Pigments Market, Segmentation by Delivery Form:

Dry Powder Pigment

Pigment Dispersions

Other

Global Heat Reflective Cool Pigments Market, Segmentation by Application:

Architectural Coatings

Industrial Coatings

Plastics

Other

Companies Profiled:

Shepherd Color

DIC (Sun Chemical)

Lanxess

Sudarshan

Vibrantz Technologies

Toyo Seikan (TOMATEC)

OXERRA

Hunan Jufa Pigment

Zhonglong Materials

Cadello

Key Questions Answered:

1. How big is the global Heat Reflective Cool Pigments market?
2. What is the demand of the global Heat Reflective Cool Pigments market?
3. What is the year over year growth of the global Heat Reflective Cool Pigments market?
4. What is the production and production value of the global Heat Reflective Cool Pigments market?
5. Who are the key producers in the global Heat Reflective Cool Pigments market?
6. What are the growth factors driving the market demand?

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