

# Global Infrared Reflecting Pigments Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Infrared Reflecting Pigments market size is expected to reach \$ 483 million by 2032, rising at a market growth of 5.0% CAGR during the forecast period (2026-2032).

Infrared reflective pigments are a class of functional pigments with near-infrared solar reflectivity. Their core characteristic is that while maintaining the visible color of the target material, they enhance the material's ability to reflect near-infrared wavelengths of sunlight, reducing the substrate's absorption of heat radiation, thereby minimizing surface temperature rise of coatings, plastics, building materials, ceramics, or composite materials under sunlight. Publicly available technical literature typically describes infrared reflective pigments as composite inorganic pigments that reflect infrared wavelengths, usually understood in the approximately 700–2500 nm band, with 700–1100 nm being particularly critical for surface heat accumulation.

In terms of appearance and morphology, these products are typically fine powdered inorganic pigments, pigment pre-dispersions, pigment pastes, masterbatches, or blended granules; colors include white, yellow, brown, blue, green, black, and dark-colored systems. Unlike ordinary pigments, near-infrared reflective pigments not only provide color, hiding power, tinting strength, and weather resistance, but also fulfill thermal management functions.

In terms of specific product markets, in 2025, the global sales volume of infrared reflective black pigments was approximately 6,741 tons, with a global average market price of approximately 12 usd/kg.

The market value of Infrared Reflective Pigments is evolving from traditional “coloring

materials” into a functional pigment system that integrates color expression, thermal management, energy-saving cooling, and improved material durability. Compared with conventional pigments, their core differentiation is not merely color provision, but the ability to reduce heat build-up on coatings, plastics, building materials, and industrial surfaces exposed to sunlight by reflecting the near-infrared portion of solar radiation. Infrared reflective black pigments are among the more technically demanding categories. Conventional carbon black typically absorbs strongly in both the visible and near-infrared regions, while infrared reflective black pigments need to maintain a black or dark appearance while improving near-infrared reflectance, thereby achieving a performance balance of “dark appearance + reduced heat build-up.”

From the perspective of enterprise product positioning, Infrared Reflective Pigments are not products that ordinary inorganic pigment manufacturers can naturally cover. They are more concentrated among companies with capabilities in complex inorganic color pigments, mixed metal oxides, specialty organic black pigments, modified titanium dioxide systems, metallic effect pigments, and high-performance dispersion technologies. In the infrared reflective black pigment market, core companies include Shepherd Color, DIC, LANXESS, Sudarshan, Vibrantz Technologies, and Toyo Seikan. The competitive focus varies by company and region. European, American, and Japanese companies typically place greater emphasis on long-term weatherability, regulatory compliance, and suitability for automotive and high-end coating applications. Chinese companies, by contrast, have growth potential in complex inorganic pigment supply, cost control, and localized applications in architectural coatings and plastics.

From the application side, mainstream demand for Infrared Reflective Pigments is concentrated in three major scenarios: architectural coatings, industrial coatings, and plastics. Architectural coatings represent the most intuitive application area, including cool roof coatings, exterior wall coatings, roofing tiles, pre-coated metal sheets, and building envelope surfaces. Their value lies in reducing heat absorption on building surfaces, mitigating the urban heat island effect, and improving indoor thermal load. Industrial coatings place greater emphasis on durability and thermal stress control, and are used in coil coatings, powder coatings, industrial protective coatings, automotive coatings, storage tanks, and outdoor equipment surfaces. Demand growth in plastics is more structural. On one hand, infrared reflective pigments help reduce heat-induced deformation and aging risks in outdoor plastic components, PVC profiles, doors and windows, automotive interior and exterior parts, and engineering plastic components. On the other hand, certain NIR-reflective black pigments can improve the detectability of black plastics in near-infrared sorting systems, thereby supporting plastics recycling and the circular economy.

From the perspective of product differentiation, Infrared Reflective Pigments can be classified by color and chemical system into white/light-colored, colored, and black/dark infrared reflective pigments. White and light-colored systems generally achieve higher solar reflectance more easily and are suitable for cool roofs, exterior walls, and light-colored plastics. Colored systems need to balance hue, hiding power, weatherability, and near-infrared reflectance, making them suitable for architectural decoration, coil coatings, and outdoor industrial coatings. Black and dark systems are the most technically challenging, mainly used in applications where customers require both a dark appearance and reduced heat build-up, such as dark roofing, automotive components, outdoor plastics, and high-end industrial coatings. By chemical system, P.Br.29, P.Bk.33, and other CICP/MMO pigments play important roles in infrared reflective black pigments. P.Br.29 is more commonly used in high-performance “cool black” or dark-color formulations, while P.Bk.33 offers certain advantages in cost, heat resistance, and application adaptability.

In terms of market trends, the growth logic of Infrared Reflective Pigments is shifting toward multiple drivers: energy-saving cooling, durability improvement, regulatory compliance, and the circular economy. In the building sector, demand is driven by green buildings, cool roofs, urban heat island mitigation, and energy-efficient coatings. In industrial and automotive applications, customers are more focused on thermal aging, coating weatherability, dark color stability, and material service life. In plastics, demand is driven by both outdoor durability requirements and recyclable sorting performance.

This report studies the global Infrared Reflecting Pigments production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Infrared Reflecting Pigments total production and demand, 2021-2032, (Ton)

Global Infrared Reflecting Pigments total production value, 2021-2032, (USD Million)

Global Infrared Reflecting Pigments production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Ton), (based on production site)

Global Infrared Reflecting Pigments consumption by region & country, CAGR,

2021-2032 & (Ton)

U.S. VS China: Infrared Reflecting Pigments domestic production, consumption, key domestic manufacturers and share

Global Infrared Reflecting Pigments production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Ton)

Global Infrared Reflecting Pigments production by Form, production, value, CAGR, 2021-2032, (USD Million) & (Ton)

Global Infrared Reflecting Pigments production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Ton)

This report profiles key players in the global Infrared Reflecting 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 Asahi Kasei Kogyo Co., Ltd, Venator Materials, DIC, Shepherd Color Co, Sudarshan, Vibrantz Technologies, Toyo Seikan, Lanxess, Hunan Jufa Pigment, JOLYCHEM Corporation, 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 Infrared Reflecting Pigments market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Ton) and average price (US\$/Kg) by manufacturer, by Form, 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 Infrared Reflecting Pigments Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Infrared Reflecting Pigments Market, Segmentation by Form:

Dry Powder Pigment

Pigment Dispersions

Others

#### Global Infrared Reflecting Pigments Market, Segmentation by Color:

Infrared Reflecting Color Pigments

Infrared Reflecting Black Pigments

Infrared Reflecting White/Light-colored Pigments

CICP Pigments

Others

#### Global Infrared Reflecting Pigments Market, Segmentation by Application:

Architectural Coatings

Industrial

Plastics

Others

Companies Profiled:

Asahi Kasei Kogyo Co., Ltd

Venator Materials

DIC

Shepherd Color Co

Sudarshan

Vibrantz Technologies

Toyo Seikan

Lanxess

Hunan Jufa Pigment

JOLYCHEM Corporation

ECKART GmbH

Linhui Group

Ishihara Sangyo Kaisha, Ltd

Hanil

Oxerra

Zhonglong Materials

Cadello

Key Questions Answered:

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

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