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Global Organoclay Powder Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Organoclay Powder market size is expected to reach $ 1979 million by 2032, rising at a market growth of 8.4% CAGR during the forecast period (2026-2032).

Organoclay powder is a powdered functional material produced from layered silicate minerals such as bentonite, montmorillonite, and hectorite. These minerals are subjected to ion exchange and surface organic modification using quaternary ammonium salts, amines, or other organic modifiers, followed by dehydration, drying, milling, and classification. This treatment converts naturally hydrophilic clay into an organophilic material capable of wetting, dispersing, and forming a three-dimensional network in oils, organic solvents, and resin systems. 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. Conventional organoclay powders generally require sufficient shear and polar activators, such as propylene carbonate or alcohol-water blends, to achieve platelet exfoliation and full rheological development.

Organoclay powder is primarily used as a rheology modifier, thickener, gelling agent, anti-settling agent, anti-sag additive, pigment and filler suspension agent, oil adsorbent, and polymer reinforcement material. It is widely applied in paints and coatings, printing inks, adhesives, sealants, lubricating greases, oil and gas drilling fluids, cosmetics, personal care products, plastics, rubber, environmental remediation, and industrial water treatment. In oil-based and synthetic-based drilling fluids, organoclay powder improves viscosity, gel strength, suspension performance, and cuttings-carrying capacity. In coatings and inks, it improves pigment suspension, anti-settling performance, and sag resistance. In environmental applications, it can be used to adsorb oils, greases, and low-solubility organic contaminants from water and sediment.

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Organoclay powder prices are primarily influenced by the purity of the base clay, montmorillonite or hectorite content, cation-exchange capacity, type of organic modifier, applicable system polarity, activation method, thermal stability, dispersion efficiency, particle-size control, whiteness, impurity content, and brand certification. On an indicative bulk-purchase basis, standard organoclay powders used in coatings, inks, and drilling fluids generally cost approximately US$1,200–2,500 per metric ton. Broad-polarity, easy-dispersing, self-activating, and high-temperature drilling grades typically range from US$2,500–6,000 per metric ton. High-purity personal-care grades, low-crystalline-silica grades, specialized environmental adsorption grades, and imported branded organoclay powders may reach US$4,000–12,000 per metric ton. These prices are industry estimates. Actual procurement prices are also affected by order volume, modifier costs, powder particle size, packaging specifications, transportation distance, and regional supply conditions.

The upstream supply chain primarily includes sodium bentonite, calcium bentonite, montmorillonite, hectorite, sepiolite, attapulgite, quaternary ammonium salts, fatty amines, surfactants, polar activators, 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, and performance testing. Key performance indicators include viscosity, thixotropic index, gel strength, dispersion fineness, moisture content, whiteness, loss on ignition, particle-size distribution, thermal stability, bulk density, and system compatibility. Downstream customers include coating and ink manufacturers, oilfield-service companies, drilling-fluid additive producers, grease manufacturers, adhesive and sealant producers, cosmetics manufacturers, plastics compounders, environmental-remediation contractors, and industrial water-treatment companies.

Market Drivers

Increasing Rheology-Control Requirements in Coatings, Inks, and Adhesives

High-solids coatings, heavy-duty anticorrosion coatings, industrial coatings, marine coatings, printing inks, and highly filled adhesives require an effective balance among storage stability, application flow, and sag resistance on vertical surfaces. Organoclay powder forms a reversible three-dimensional network in organic media, increasing low-shear viscosity while maintaining shear-thinning behavior during application. This improves pigment suspension, anti-settling performance, sag control, and wet-film

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thickness. The continuing introduction of specialized powder grades for different polarity ranges is expanding the use of organoclay powder in solvent-borne, solvent-free, and selected water-dispersible formulations.

Complex Oil and Gas Wells Support Demand for High-Performance Drilling-Fluid Additives

Deep wells, ultradeep wells, horizontal wells, and high-pressure/high-temperature wells impose increasingly demanding requirements on drilling-fluid suspension, cuttings transport, wellbore cleaning, and thermal stability. Organoclay powder is an important viscosifier and gelling material in oil-based and synthetic-based drilling fluids. It suspends weighting materials such as barite, improves low-shear rheological performance, and supports filtration control and filter-cake formation. As technically complex wells account for a larger share of drilling activity, the value of high-temperature, fast-dispersing, self-activating, and low-dosage organoclay powder grades continues to increase.

Expansion in Environmental Remediation and High-Value Applications

Organoclay powder has organophilic and hydrophobic properties that enable it to adsorb oils, greases, and selected low-solubility organic compounds from water, groundwater, and contaminated sediment. It can also be combined with activated carbon, geosynthetic materials, and filtration media in integrated remediation systems. At the same time, organoclay powders with tightly controlled purity, impurity levels, whiteness, and particle size are increasingly used as thickeners, suspension agents, and stabilizers in personal care products, color cosmetics, lubricating greases, and specialty polymers. Demand from environmental remediation, cleaner production, and high-end consumer materials is creating growth opportunities beyond the traditional coatings and drilling-fluid markets.

Market Challenges

High Requirements for Grade Selection and Activation Processes

The rheological performance of organoclay powder is closely related to solvent polarity, resin chemistry, order of addition, shear intensity, processing temperature, and activator dosage. Conventional grades generally require sufficient wetting, followed by the addition of a polar activator such as an alcohol-water blend or propylene carbonate, and high-speed shear to achieve platelet exfoliation. Poor polarity matching, inadequate

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powder wetting, insufficient shear, or an incorrect activator ratio may result in incomplete dispersion, agglomeration, coarse particles, insufficient viscosity, or loss of storage stability. These factors increase the difficulty of formulation development and production-process control.

Natural Mineral Variability Affects Batch Consistency

Natural bentonite varies by mineral deposit in terms of montmorillonite content, cation-exchange capacity, iron impurities, moisture content, particle size, and color. These variations can affect organic-modification efficiency, powder dispersibility, final viscosity, whiteness, and storage stability. Manufacturers must maintain strict control over mineral sourcing, raw-material homogenization, purification, sodium activation, modifier ratios, drying, milling, and batch performance testing. In applications such as automotive coatings, electronic materials, cosmetics, and high-temperature drilling fluids, relatively small batch variations may affect customer formulations and final-product quality.

Increasing Requirements for Dust Control and Ease of Use

Organoclay powder may generate dust during feeding, transportation, and high-speed dispersion. Some grades may also absorb moisture, form agglomerates, or disperse relatively slowly. As coating, adhesive, and personal-care manufacturers increase automation, occupational-health standards, and clean-production requirements, customers are placing greater emphasis on low-dust, easy-feeding, fast-wetting, and self-activating products. Manufacturers need to optimize particle size, surface treatment, low-dust processing, and easy-dispersing formulations to reduce handling complexity and improve production efficiency.

Report Scope

This report studies the global Organoclay Powder production, demand, key manufacturers, and key regions.

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

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Highlights and key features of the study

Global Organoclay Powder total production and demand, 2021-2032, (K MT)

Global Organoclay Powder total production value, 2021-2032, (USD Million)

Global Organoclay Powder production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K MT), (based on production site)

Global Organoclay Powder consumption by region & country, CAGR, 2021-2032 & (K MT)

U.S. VS China: Organoclay Powder domestic production, consumption, key domestic manufacturers and share

Global Organoclay Powder production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K MT)

Global Organoclay Powder production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K MT)

Global Organoclay Powder production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K MT)

This report profiles key players in the global Organoclay Powder 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 Organoclay Powder market

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Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (K MT) and average price (US$/MT) 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 Organoclay Powder Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Organoclay Powder Market, Segmentation by Type:

Standard Powder (Below 400 Mesh)

Fine Powder (400~800 Mesh)

Superfine Micronized Powder (800 Mesh and Above)

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Global Organoclay Powder Market, Segmentation by Polarity of Application System:

Low and Medium Polarity Organoclay

High Polarity Organoclay

Water-dispersible Organoclay

Universal Organoclay

Global Organoclay Powder Market, Segmentation by Activation Method:

Conventional Organoclay

Self-activating Organoclay

Pre-activated Organoclay

Global Organoclay Powder Market, Segmentation by Application:

Coatings/Inks Industry

Oil Drilling Industry

Lubricating Grease Industry

Others

Companies Profiled:

MTI

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Fenghong New Material

MI-SWACO

BYK

Elementis

Camp-Shinning

Huawei Bentonite

Qinghong New Material

HongYu New Material

Ashapura

Bentonite Performance Minerals

Hojun

Changan Renheng

Laviosa

Unitech Chemicals

Tolsa

RPMinerals (IDIC-SDC)

Camp-Shinning New Material

Unitech Chemicals (Zibo) Co., Ltd.

Cutch Oil

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RheoMinerals

KUNIMINE Industries

Bentonite Group of Companies

Key Questions Answered:

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

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