

Global Solar Reflective Colorant Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G56ACB3271BCEN.html>

Date: January 2026

Pages: 142

Price: US\$ 4,480.00 (Single User License)

ID: G56ACB3271BCEN

Abstracts

The global Solar Reflective Colorant market size is expected to reach \$ 2224 million by 2032, rising at a market growth of 8.9% CAGR during the forecast period (2026-2032).

Solar reflective colorants are specially engineered inorganic or hybrid pigments designed to reflect a high proportion of near-infrared (NIR) solar radiation while maintaining visible color, thereby reducing heat buildup on coated surfaces such as roofs, facades, pavements, and industrial equipment. Their supply chain begins upstream with mineral and chemical raw materials—primarily metal oxides (titanium dioxide, iron oxides, chromium oxide, cobalt compounds), dopants, and stabilizers—sourced from mining and chemical producers, followed by pigment synthesis through controlled calcination, surface treatment, and particle-size engineering to optimize NIR reflectance, color strength, and weather resistance. Midstream, pigment manufacturers compound, mill, and quality-grade these colorants, sometimes offering customized formulations tailored for coatings, plastics, or construction materials, before distributing them to coating formulators, roofing material producers, plastic compounders, and masterbatch suppliers. Downstream, these end users incorporate solar reflective colorants into cool roof paints, exterior architectural coatings, polymer roofing membranes, asphalt shingles, and molded plastics, which are then applied in building, infrastructure, and industrial projects aimed at improving energy efficiency, lowering cooling loads, and extending material service life. In 2025, the global solar reflective colorant market recorded an annual production volume of approximately 145,000 tons against an installed global production capacity of around 185,000 tons per year, with average unit prices ranging from USD 6,500 to 12,000 per ton, while maintaining an average gross margin of about 36%.

This report studies the global Solar Reflective Colorant production, demand, key

manufacturers, and key regions.

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

Highlights and key features of the study

Global Solar Reflective Colorant total production and demand, 2021-2032, (Tons)

Global Solar Reflective Colorant total production value, 2021-2032, (USD Million)

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

Global Solar Reflective Colorant consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Solar Reflective Colorant domestic production, consumption, key domestic manufacturers and share

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

Global Solar Reflective Colorant production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Solar Reflective Colorant production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Solar Reflective Colorant 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 BASF (Germany), Shepherd Color (USA), Vibrantz (USA), Venator (UK), Nippon Paint (Japan), Sun Chemical (USA), Tex-Cote (USA), Precision Coatings (USA), Seal Coatings (UAE), Nutech Paint (USA), 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 Solar Reflective Colorant market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) 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 Solar Reflective Colorant Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Solar Reflective Colorant Market, Segmentation by Type:

Organic Colorant

Inorganic Colorant

Global Solar Reflective Colorant Market, Segmentation by Solar Reflectance Performance:

High-NIR Reflective

Moderate Reflective

Global Solar Reflective Colorant Market, Segmentation by Application:

Residential Building

Commercial Building

Industrial Facility

Infrastructure

Others

Companies Profiled:

BASF (Germany)

Shepherd Color (USA)

Vibrantz (USA)

Venator (UK)

Nippon Paint (Japan)

Sun Chemical (USA)

Tex-Cote (USA)

Precision Coatings (USA)

Seal Coatings (UAE)

Nutech Paint (USA)

Shiroki (Japan)

Fujitex (Japan)

Chilcoat (Japan)

Takase Painting (Japan)

Ugam Chemicals (India)

Vinayak Industries (India)

Key Questions Answered:

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

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