

# U.S. Pigment Dispersion Market Size, Share & Trends Analysis Report By Type (Organic, Inorganic), By Application (Plastic, Paper & Paperboard, Inks), Competitive Landscape, And Segment Forecasts, 2018 - 2025

<https://marketpublishers.com/r/U431BEEAA29EN.html>

Date: May 2018

Pages: 50

Price: US\$ 5,950.00 (Single User License)

ID: U431BEEAA29EN

## Abstracts

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The U.S. pigment dispersion market size is expected to reach USD 7.08 billion by 2025, according to a new report by Grand View Research, Inc., exhibiting a CAGR of 4.6% during the forecast period. Pigment dispersions are insoluble coloring agents used to impart color to various materials and can be classified into organic and inorganic types. Various pigment dispersions are available in the market and their choice depends on specific applications desirable in end-use industries.

Pigment dispersions contain at least one chemical compound, which absorbs and reflects light in order to impart color to various substrates used. Inorganic pigments constitute titanium dioxide, iron oxide, chrome green, ultramarine blue, carbon black, and others. Inorganic pigments are the widely preferred in various end-use industries as they are abundantly available and inexpensive. However, some inorganic pigments such as lead chromate are considered hazardous upon consumption.

Among inorganic pigments, titanium dioxide is widely used for imparting white color to food packaging materials such as plastic, paper, and paperboard. Though titanium dioxide and iron oxide are synthetically produced, they are considered non-toxic in many food substance contact applications.

Demand for pigment dispersions is growing on account of increasing food processing

industries for aesthetic packaging material as well as rising use of plastic, paper, and paperboard materials in food packaging.

To tap into the existing growth potential, various manufacturers such as BASF Corporation, The Chemours Company, and Tronox Limited have strengthened their presence in the market. Manufacturers such as Lanxess Corporation USA and BASF Corporation are offering a diverse range of pigments that impart yellow, red, and green color to plastic and paper packaging materials.

Further key findings from the report suggest:

Titanium dioxide is the most commonly used white inorganic pigment in U.S. It is a white powder used in various applications such as plastics, paints and coatings, paper, printing inks, and automotive products, which require brightness and high opacity properties. In terms of revenue, titanium dioxide is expected to exhibit a CAGR of 4.4% from 2017 to 2025

Iron oxide is the second largest segment, accounting for a volume share of 31.69% in 2016. Demand for the same is expected to continue increasing over the forecast period

Inorganic pigments are employed in food packaging applications, specifically in plastic and paper and paperboard packaging. Inorganic pigments in the plastic industry accounted for a revenue share of 27.22% in 2016

Optical properties such as high opacity, tinting strength, and color imparting are of key importance to pigments used in the paper industry. Standard papers require low opacity and whiteness, whereas decorative papers require high opacity and weathering properties.

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