

# Antimicrobial Additives Market Report by Product Type (Inorganic Antimicrobial Additives, Organic Antimicrobial Additives), Application (Plastic, Paints and Coatings, Pulp and Paper, and Others), End Use Vertical (Construction, Automotive, Healthcare, Food and Beverage, and Others), and Region 2024-2032

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## Abstracts

The global antimicrobial additives market size reached US\$ 5.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 11.1 Billion by 2032, exhibiting a growth rate (CAGR) of 7.3% during 2024-2032. The increasing use in agricultural films and coatings, rising demand for convenience foods, ready-to-eat (RTE) meals, and online food delivery services, and the growing emphasis on eco-friendly and sustainable antimicrobial solutions are some of the major factors propelling the market.

Antimicrobial additives are incorporated into products and materials to inhibit the growth and spread of microorganisms, such as bacteria, viruses, fungi, and algae. They help maintain the cleanliness and hygiene of various surfaces and materials by preventing microbial contamination. They can be incorporated into various materials, including plastics, textiles, paints, and coatings, without significantly altering the physical properties of materials. They help in maintaining a cleaner and more hygienic environment by reducing the spread of harmful microbes and promoting public health. They are used in food packaging materials to prevent the growth of spoilage microorganisms and pathogens, which helps in extending the shelf life of food products.

The escalating demand for antimicrobial additives in clothing, bedding, and personal protective equipment (PPE) is stimulating the market growth. Apart from this, the widespread adoption of antimicrobial additives to enhance interior materials is driving

their demand in the automotive industry. These additives help control odors and inhibit the growth of bacteria and mold in vehicle interiors, which contribute to a healthier and more pleasant driving experience. Furthermore, pharmaceutical companies are incorporating antimicrobial additives into packaging materials to ensure the integrity and safety of medications. Moreover, electronic manufacturers are integrating antimicrobial additives into devices like smartphones, tablets, and keyboards to reduce bacterial and viral growth on frequently touched surfaces.

#### Antimicrobial Additives Market Trends/Drivers:

##### Expanding use in packaging and food and beverage (F&B) industry

The escalating demand for convenience foods, ready-to-eat (RTE) meals, and online food delivery services represents one of the key factors driving the need for effective food packaging solutions. Apart from this, the increasing use of antimicrobial additives in agricultural films and coatings to protect crops and improve post-harvest storage conditions is favoring the market growth. Furthermore, the expanding global population and the rising need to enhance food production and reduce food wastage are strengthening the growth of the market. Moreover, the incorporation of these additives in films, containers, and wraps to inhibit the growth of bacteria, fungi, and other microorganisms that can lead to food spoilage and contamination is supporting the market growth.

##### Regulatory emphasis on health and safety

The implementation of various stringent regulations and standards related to health and safety is another major factor augmenting the market growth. Additionally, governing authorities of various countries are increasingly recognizing the importance of controlling microbial contamination in various sectors. Apart from this, the growing emphasis on eco-friendly and sustainable antimicrobial solutions is creating a positive outlook for the market. Regulatory bodies are scrutinizing the safety and environmental impact of antimicrobial additives and encouraging manufacturers to develop additives that are highly efficient and environmentally responsible. In addition, the rising focus on food safety is driving research and innovation in the development of safe and effective antimicrobial additives.

##### Technological advancements and innovations

The development of more advanced and effective formulations of antimicrobial additives is offering a favorable market outlook. Additionally, leading manufacturers are investing

in research to create additives that prevent microbial growth and offer durability, long-lasting protection, and compatibility with a wide range of materials. Apart from this, the incorporation of silver nanoparticles and copper-based additives into various products, such as coatings, textiles, and healthcare equipment, to offer robust protection against microbial contamination is influencing the market positively. Moreover, the integration of antimicrobial additives with the Internet of Things (IoT) and smart technologies is propelling the market growth. In addition, joint ventures between universities and pharmaceutical companies are resulting in breakthroughs in antimicrobial drug development.

#### Antimicrobial Additives Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global antimicrobial additives market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product type, application and end use vertical.

#### Breakup by Product Type:

Inorganic Antimicrobial Additives

Organic Antimicrobial Additives

Inorganic antimicrobial additives dominate the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes inorganic antimicrobial additives and organic antimicrobial additives. According to the report, inorganic antimicrobial additives hold the largest market share as they offer optimal durability and long-lasting performance. They are widely used in medical devices, textiles, and building materials to provide protection against microbial contamination for extended periods. Additionally, these additives can be easily incorporated into various materials, including plastics, coatings, textiles, ceramics, and paper. Apart from this, inorganic antimicrobial agents pose a lower risk of microbial adaptation and resistance compared to some organic counterparts. Microbes are less likely to develop resistance to silver ions, copper compounds, and other inorganic additives, which makes them reliable choices for long-term use without compromising effectiveness. Moreover, ongoing research and innovation in the field of inorganic antimicrobial additives are leading to the development of more advanced formulations and application methods.

#### Breakup by Application:

Plastic  
Paints and Coatings  
Pulp and Paper  
Others

Plastic account for the largest market share

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes plastic, paints and coatings, pulp and paper, and others. According to the report, plastic represents the largest market segment as it offers enhanced durability and resistance to degradation, which makes it suitable for long-term use. Additionally, the increasing use of plastics treated with antimicrobial additives to maintain a hygienic environment is driving the market. Apart from this, the rising utilization of plastics in food packaging to maintain product freshness and prevent contamination is catalyzing their demand in the F&B industry. Antimicrobial additives in plastic food packaging materials help extend the shelf life of perishable goods, reduce food waste, and protect consumers from foodborne illnesses. Moreover, the increasing application of plastic in the healthcare sector for medical devices, equipment and packaging is propelling the market growth.

Breakup by End Use Vertical:

Construction  
Automotive  
Healthcare  
Food and Beverage  
Others

Healthcare represents the largest market segment

The report has provided a detailed breakup and analysis of the market based on the end use vertical. This includes construction, automotive, healthcare, food and beverage, and others. According to the report, healthcare holds the largest market share due to the rising prevalence of hospital-acquired infections (HAIs). Antimicrobial additives reduce the risk of bacterial contamination on surfaces and medical equipment and help mitigate the incidence of HAIs and associated healthcare costs. Additionally, the increasing occurrences of numerous viral infections and the escalating demand for PPE, including masks, gloves, and gowns, are supporting the market growth.

Antimicrobial additives incorporated into PPE materials provide an added layer of protection for healthcare workers and patients. Apart from this, the increasing use of these additives in non-clinical areas of healthcare settings, such as waiting rooms and common areas, to maintain a clean and hygienic environment for patients and visitors is positively influencing the market.

#### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Asia Pacific exhibits a clear dominance, accounting for the largest orthodontic consumables market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe

(Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share due to the expansion of the hospitals, clinics, and other healthcare settings in various countries of the region. Additionally, the rising awareness among individuals about the importance of maintaining cleanliness and hygiene is supporting the market growth. Apart from this, governing authorities of several countries in the region are undertaking initiatives to improve public health and safety by promoting the use of antimicrobial additives in industries, such as healthcare facilities, public transportation, and food packaging. Moreover, inflating disposable income level of individuals is allowing them to invest in products with enhanced hygiene features, which is driving the application of antimicrobial additives in consumer goods.

#### Competitive Landscape:

Companies are heavily investing in research and development (R&D) activities to develop innovative antimicrobial additives that are more effective, sustainable, and tailored to specific applications. This includes exploring new materials, formulations, and delivery methods to improve performance. Apart from this, many companies are actively involved in educating the market about the benefits of antimicrobial additives. They participate in industry events, publish research findings, and provide educational resources to raise awareness and promote the use of their products. Moreover, they are collaborating with other companies, research institutions, and universities to facilitate knowledge sharing, access to cutting-edge research, and joint development of new antimicrobial technologies.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Avient Corporation  
BioCote Ltd  
Chroma Color Corporation  
Dow Inc.  
King Plastic Corporation  
Life Material Technologies Limited  
LyondellBasell Industries Holdings B.V.  
Microban International Ltd.  
Milliken Chemical Company (Milliken & Company)  
Sanitized AG

### Recent Developments:

In March 2021, Avient Corporation announced the launch of GLS™ thermoplastic elastomers with antimicrobial technology that protect molded plastic parts by inhibiting bacterial and fungal growth.

In January 2022, Sanitized AG expanded its Sanitized® Broadtec™ product range with a new, water-based product that provides optimal protection against bacteria, mold, algae, and fungi.

### Key Questions Answered in This Report

1. What was the size of the global antimicrobial additives market in 2023?
2. What is the expected growth rate of the global antimicrobial additives market during 2024-2032?
3. What are the key factors driving the global antimicrobial additives market?
4. What has been the impact of COVID-19 on the global antimicrobial additives market?
5. What is the breakup of the global antimicrobial additives market based on the product type?
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