

Masterbatch Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global masterbatch market size reached US\$ 10.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 14.5 Billion by 2028, exhibiting a growth rate (CAGR) of 4.8% during 2023-2028.

A masterbatch refers to a concentrated mixture of pigments and additives that is used for adding a certain hue or stain to various polymers and plastic products. It can also be utilized to enhance specific properties in the products, such as antistatic, ultraviolet (UV) stability and flame retardation. Some of the common types of masterbatches include color, white, black, filler and additive. They are manufactured by heating the concentrated mixture, which is then encapsulated into a carrier resin, cooled down and cut into granular shaped beads. These beads dissolve under high temperatures, thereby dispersing the desired color and properties to the products. As a result, masterbatches find extensive applications in the manufacturing of plastic products that are used across industries, such as automotive, textile, packaging, construction, pharmaceutical and electronics.

The global market is primarily being driven by rapid industrialization, along with the growing demand for environment-friendly and innovative coloring agents. Furthermore, significant growth in the automotive industry is also providing a boost to the market growth. Automobile manufacturers are rapidly replacing heavy metal parts with lightweight plastic components that are fortified with masterbatches to get the desired colors and mechanical properties, thus creating a positive impact on the overall product demand. Additionally, increasing awareness regarding the beneficial properties of masterbatches is acting as another growth-inducing factor. In comparison to the traditionally used coloring agents, masterbatches offer improved color consistency, opacity and dispersion rate. Other factors, including the increasing utilization of black

masterbatch for infrastructural applications, coupled with the growing demand for bio-based plastic products, such as agricultural films, are projected to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global masterbatch market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, polymer type and application.

Breakup by Type:

- Color
- White
- Black
- Additive
- Filler

Breakup by Polymer Type:

- PP
- LDPE/LLDPE
- HDPE
- PVC
- PUR
- PET
- PS
- Others

Breakup by Application:

- Packaging
- Building & Construction
- Consumer Goods
- Automotive
- Textile
- Agriculture
- Others

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

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being A. Schulman Inc., Americhem, Inc., Ampacet Corporation, Cabot Corporation, Clariant AG, Gabriel-Chemie GmbH, Hubron (International) Ltd., Penn Color, Inc., Plastiblends India Ltd., Plastika Kritis S.A., PolyOne Corporation, Polyplast M?ller GmbH, RTP Company, Inc. and Tosaf Compounds Ltd.

Key Questions Answered in This Report

1. What was the size of the global masterbatch market in 2022?
2. What is the expected growth rate of the global masterbatch market during

2023-2028?

3. What are the key factors driving the global masterbatch market?
4. What has been the impact of COVID-19 on the global masterbatch market?
5. What is the breakup of the global masterbatch market based on the type?
6. What is the breakup of the global masterbatch market based on the polymer type?
7. What is the breakup of the global masterbatch market based on the application?
8. What are the key regions in the global masterbatch market?
9. Who are the key players/companies in the global masterbatch market?

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