

Masterbatch Market Report by Type (Color, White, Black, Additive, Filler), Polymer Type (PP, LDPE/LLDPE, HDPE, PVC, PUR, PET, PS, and Others), Application (Packaging, Building & Construction, Consumer Goods, Automotive, Textile, Agriculture, and Others), and Region 2024-2032

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Abstracts

The global masterbatch market size reached US\$ 11.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 16.9 Billion by 2032, exhibiting a growth rate (CAGR) of 4.3% during 2024-2032

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 levels from 2024-2032. 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 2023?
2. What is the expected growth rate of the global masterbatch market during 2024-2032?
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?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL MASTERBATCH MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Color
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 White
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Black

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Additive
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Filler
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast

7 MARKET BREAKUP BY POLYMER TYPE

- 7.1 PP
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 LDPE/LLDPE
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 HDPE
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 PVC
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 PUR
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast
- 7.6 PET
 - 7.6.1 Market Trends
 - 7.6.2 Market Forecast
- 7.7 PS
 - 7.7.1 Market Trends
 - 7.7.2 Market Forecast
- 7.8 Others
 - 7.8.1 Market Trends
 - 7.8.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

- 8.1 Packaging

- 8.1.1 Market Trends
- 8.1.2 Market Forecast
- 8.2 Building & Construction
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Consumer Goods
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Automotive
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 8.5 Textile
 - 8.5.1 Market Trends
 - 8.5.2 Market Forecast
- 8.6 Agriculture
 - 8.6.1 Market Trends
 - 8.6.2 Market Forecast
- 8.7 Others
 - 8.7.1 Market Trends
 - 8.7.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America
 - 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
 - 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
 - 9.2.3 India
 - 9.2.3.1 Market Trends

- 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE INDICATORS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 A. Schulman Inc.

14.3.1.1 Company Overview

- 14.3.1.2 Product Portfolio
- 14.3.1.3 Financials
- 14.3.2 Americhem Inc.
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
- 14.3.3 Ampacet Corporation
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
- 14.3.4 Cabot Corporation
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 Financials
 - 14.3.4.4 SWOT Analysis
- 14.3.5 Clariant AG
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
- 14.3.6 Gabriel-Chemie GmbH
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.6.3 Financials
- 14.3.7 Hubron (International) Ltd
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.7.3 Financials
- 14.3.8 Penn Color Inc.
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
- 14.3.9 Plastiblends India Ltd
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
- 14.3.10 Plastika Kritis S.A.
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
- 14.3.11 PolyOne Corporation
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
 - 14.3.11.3 Financials
 - 14.3.11.4 SWOT Analysis
- 14.3.12 Polyplast Müller GmbH

- 14.3.12.1 Company Overview
- 14.3.12.2 Product Portfolio
- 14.3.12.3 Financials
- 14.3.13 RTP Company Inc.
 - 14.3.13.1 Company Overview
 - 14.3.13.2 Product Portfolio
- 14.3.14 Tosaf Compounds Ltd
 - 14.3.14.1 Company Overview
 - 14.3.14.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Masterbatch Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Masterbatch Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 3: Global: Masterbatch Market Forecast: Breakup by Polymer Type (in Million US\$), 2024-2032

Table 4: Global: Masterbatch Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 5: Global: Masterbatch Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Masterbatch Market: Competitive Structure

Table 7: Global: Masterbatch Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Masterbatch Market: Major Drivers and Challenges

Figure 2: Global: Masterbatch Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Masterbatch Market: Breakup by Type (in %), 2023

Figure 4: Global: Masterbatch Market: Breakup by Polymer Type (in %), 2023

Figure 5: Global: Masterbatch Market: Breakup by Application (in %), 2023

Figure 6: Global: Masterbatch Market: Breakup by Region (in %), 2023

Figure 7: Global: Masterbatch Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 8: Global: Masterbatch (Color) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Masterbatch (Color) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Masterbatch (White) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Masterbatch (White) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Masterbatch (Black) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Masterbatch (Black) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Masterbatch (Additive) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Masterbatch (Additive) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Masterbatch (Filler) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Masterbatch (Filler) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Masterbatch (PP) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Masterbatch (PP) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Masterbatch (LDPE/LLDPE) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Masterbatch (LDPE/LLDPE) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Masterbatch (HDPE) Market: Sales Value (in Million US\$), 2018 &

2023

Figure 23: Global: Masterbatch (HDPE) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Masterbatch (PVC) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Masterbatch (PVC) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Masterbatch (PUR) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Masterbatch (PUR) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Masterbatch (PET) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Masterbatch (PET) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Masterbatch (PS) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Masterbatch (PS) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Masterbatch (Other Polymer Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Global: Masterbatch (Other Polymer Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Global: Masterbatch (Packaging) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Global: Masterbatch (Packaging) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Global: Masterbatch (Building & Construction) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Global: Masterbatch (Building & Construction) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Global: Masterbatch (Consumer Goods) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Global: Masterbatch (Consumer Goods) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Global: Masterbatch (Automotive) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: Global: Masterbatch (Automotive) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Global: Masterbatch (Textile) Market: Sales Value (in Million US\$), 2018 &

2023

Figure 43: Global: Masterbatch (Textile) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Global: Masterbatch (Agriculture) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Global: Masterbatch (Agriculture) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Global: Masterbatch (Other Applications) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Global: Masterbatch (Other Applications) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: North America: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: North America: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: United States: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: United States: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: Canada: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: Canada: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Asia Pacific: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Asia Pacific: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: China: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: China: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Japan: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Japan: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: India: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: India: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: South Korea: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: South Korea: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Australia: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Australia: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Indonesia: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Indonesia: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Others: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Others: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Europe: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Europe: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Germany: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Germany: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 74: France: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 75: France: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 76: United Kingdom: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 77: United Kingdom: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 78: Italy: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 79: Italy: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 80: Spain: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 81: Spain: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 82: Russia: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 83: Russia: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 84: Others: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 85: Others: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 86: Latin America: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 87: Latin America: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 88: Brazil: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 89: Brazil: Masterbatch Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 90: Mexico: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 91: Mexico: Masterbatch Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 92: Others: Masterbatch Market: Sales Value (in Million US\$), 2018 & 2023

Figure 93: Others: Masterbatch Market Forecast: Sales Value (in Million US\$),
2024-2032

Figure 94: Middle East and Africa: Masterbatch Market: Sales Value (in Million US\$),
2018 & 2023

Figure 95: Middle East and Africa: Masterbatch Market Forecast: Sales Value (in Million
US\$), 2024-2032

Figure 96: Global: Masterbatch Industry: SWOT Analysis

Figure 97: Global: Masterbatch Industry: Value Chain Analysis

Figure 98: Global: Masterbatch Industry: Porter's Five Forces Analysis

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