

Metallic Pigments Market Report by Product (Aluminum, Zinc, Copper, Stainless Steel, and Others), Application (Paints and Coatings, Plastics, Printing Inks, Cosmetics, and Others), and Region 2024-2032

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Abstracts

The global metallic pigments market size reached US\$ 1,044.1 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,445.5 Million by 2032, exhibiting a growth rate (CAGR) of 3.6% during 2024-2032.

Metallic pigments are materials providing attractive aesthetics, such as high metallic brilliance and strong color flop to a substrate. They can be used to impart enhanced functional properties, such as corrosion and barrier resistance and thermal durability, to various materials. They can also increase the exclusivity of products by improving their appearance and adding a high-quality finish with a wide range of shades. As a result, they find extensive applications in the paint and coating, printing inks, cosmetics and personal care, plastic, and chemical industries across the globe.

Metallic Pigments Market Trends:

At present, there is a rise in the utilization of metallic pigments in the automotive industry for wheel and interior coatings around the world. This, along with the increasing demand for eco-friendly paints and coatings to reduce carbon emissions in the atmosphere, represents one of the key factors driving the market. Moreover, there is a rise in the applications of metallic pigments for printing decorative labels and attractive graphics due to the growing consumer demand for specialty products. This, coupled with the rising employment of metallic pigments by printing ink manufacturers to offer durable and long-lasting special effects in flexible packaging, is positively influencing the market. In addition, the rapid development of innovative metal oxides with unique substrate layering is offering lucrative growth opportunities to end-users and industry

investors. Apart from this, the escalating demand for metallic pigments in the manufacturing of high-quality personal care products and cosmetics is bolstering the growth of the market. Additionally, metallic pigments offer sustainability, versatility, compatibility, low maintenance, and high resistance to chemicals compared to conventional solid colors, which is projected to influence overall sales worldwide.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global metallic pigments market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on product and application.

Breakup by Product:

- Aluminum
- Zinc
- Copper
- Stainless Steel
- Others

Breakup by Application:

- Paints and Coatings
- Plastics
- Printing Inks
- Cosmetics
- 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 along with the profiles of the key players being Altana AG, BASF SE, Carl Schlenk Aktiengesellschaft, Carlfors Bruk AB, Geotech International B.V., Lawrence Industries Limited, Metaflake Ltd., Radior France SAS, Silberline Manufacturing Co. Inc., Sun Chemical Corporation (DIC Corporation), Torginol Inc. and Toyal America Inc.

Key Questions Answered in This Report

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

6. What is the breakup of the global metallic pigments market based on the application?

7. What are the key regions in the global metallic pigments market?

8. Who are the key players/companies in the global metallic pigments market?

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