

# Thermochromic Pigment Market: By Type (Reversible and Irreversible) & By Application (Paint & Coating, Ink Printing, Plastic) - Global Trends and Forecast to 2028

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## Abstracts

Thermochromic pigments are a type of specialized color-changing pigments that respond to changes in temperature by altering their color. When exposed to heat or cold, these pigments undergo a reversible chemical or physical change, causing them to shift from one color to another. This unique characteristic makes them popular in various applications, from novelty items to industrial and safety-related products. Consumer preferences have been shifting towards interactive and novelty products that offer unique and engaging experiences. Thermochromic pigments, with their color-changing properties in response to temperature, have captured consumer interest and contributed to the demand for such products. On the other hand, the volatility in the prices of raw materials may hamper the market growth. The Thermochromic Pigments Market is likely to grow at a rate of 6.4% CAGR by 2028.

Thermochromic Pigments Market on the basis of Applications

Paint & Coating

Ink printing

Plastic

Others (such as Cosmetics)

## Thermochromic Pigments Market on the basis of Types

Reversible Thermochromic Pigment

Irreversible Thermochromic Pigment

## Thermochromic Pigments Market on the basis of Geography

North America

Europe

Asia Pacific

Rest of the World

As per the applications, the global thermochromic pigment market has been classified into paint and coating, ink printing, plastic and others. The paint and coating segment held the significant share in the thermochromic pigment market as a result of its extensive applications such as automotive clearcoats/topcoats, architectural coatings, Industrial Coatings (water-based), decorative wall paints & house paints.

Thermochromic pigments are highly used for coloring agent purposes in architectural coatings to offer improved optical effects during the change from solid state to gas state (reversible) or vice versa (inert). Such trends have resulted to a surge in demand for different types of thermochromic pigments which can be applied using both solvent-borne and water-based formulations.

On the basis of types, the thermochromic pigments market is bifurcated into reversible thermochromic pigment and irreversible thermochromic pigment. The reversible thermochromic pigment segment is projected to have the highest share in the thermochromic pigment market. This type of pigment has been used in new decorations are other applications where temperature warning is required such as battery test strips emergency signs and firefighter equipment.

As per the geographical analysis of the thermochromic pigments market, the regional market is classified by North America, Europe, Asia Pacific and rest of the world. The North America region is projected to be the highest regional market over the forecast

period due to rising demand from number of application industries. Moreover, the U.S. dominated the global thermochromic pigment industry. Rising use of these pigments in automotive interiors, architectural paints & coatings and fashion clothing is projected to propel product demand over the estimated period.

The convergence of thermochromic pigments with IoT technology is an emerging global trend. By integrating thermochromic indicators with IoT-enabled devices, companies can monitor temperature changes in real-time and optimize processes in industrial settings or ensure temperature control in sensitive products during transportation. Thus, the above mentioned trend is fueling the global market growth.

The thermochromic pigment market report consists of the list of key market players include RPM International Inc., Chromatic Technologies Inc., Matsui International Company Inc., LCR Hallcrest LLC, OliKrom, E.I. du Pont de Nemours and Company (DuPont), QCR Solutions Corp., Kolortek Co., Ltd., Smarol Industrial Co., Ltd., and New Color Chemical Co., Ltd.

The thermochromic pigment market is expected to continue growing as more industries recognize the potential of these pigments to enhance product appeal and functionality. Technological advancements and increased customization capabilities will likely drive further adoption in various sectors, expanding the scope of thermochromic pigment applications.

This report analyzes the amount and value of the global thermochromic pigment market, depending on key regions.

The market report provides a complete analysis of the market with the help of recent market opportunities, overview, outlook, challenges, trends, market dynamics, size and growth, competitive analysis, major competitor's analysis.

Report offers details on the historical and present market size and the future potential of the market.

The report helps players in perceive the present and future constraints in the thermochromic pigment market, and help them map out optimum business strategies to maximize growth in the market.

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