

# Market Research Report On Pigments

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## Abstracts

A pigment is a material that changes the color of reflected or transmitted light as the result of wavelength-selective absorption. Pigmentation is entirely different from fluorescence, phosphorescence, and other forms of luminescence, where materials emit light. Pigments are used for coloring paint, ink, plastic, fabric, cosmetics, food, and other materials. Most pigments used in manufacturing and the visual arts are dry colorants, usually ground into a fine powder.

Major driving factors of the pigments market are increasing demand for high performance pigments (HPP), increasing usage of environment-friendly products, and application in end-user industries. Increase in end-user preference for environment-friendly products is likely to drive growth of the pigments market in the near future. Some of the factors restraining growth of the pigments market are environmental concerns, raw material price volatility and it's global over capacity. Currently the import market size of pigment industry is around MT, globally there is around existing consumers of Pigment. In 2006, around MT of inorganic, organic and special pigments were marketed worldwide. Asia has the highest rate on a quantity basis followed by Europe and North America. By 2020, revenues will have risen to approx. US\$34.2 billion. The global demand on pigments was roughly US\$20.5 billion in 2009, around 1.5-2% up from the previous year. It is predicted to increase in a stable growth rate in the coming years. The worldwide sales are said to increase up to US\$24.5 billion in 2015, and reach US\$27.5 billion in 2018.

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