

Opportunities in the Masterbatch Market: Growth Trends, Forecast and Competitive Analysis

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Abstracts

The future of the masterbatch market looks promising with opportunities in packaging, building and construction, consumer goods, transportation, electrical and electronics, and fiber & textiles end use industries. The global masterbatch market is declined in 2020 due to the global economic recession led by COVID-19. However, the market will witness recovery in the year 2021, and it is expected to reach an estimated \$12.0 billion by 2026 with a CAGR of 4.7% from 2021 to 2026. The major drivers for growth in this market are increasing demand for light weight plastic as substitutes for various materials like metal, concrete, and steel in various end use industries.

Emerging trends, which have a direct impact on the dynamics of the masterbatch industry, include growing use of silicone masterbatch in automotive PP/TPO compounds and increasing demand for biodegradable masterbatch. LyondellBasell, Cabot, PolyOne, Ampacet, PlastiBlends, Tosaf, Polyplast, Poddar Pigments, and Gabrie-Chenie are among the major masterbatch manufacturers.

A total of 129 figures / charts and 98 tables are provided in this 212-page report to help in your business decisions. A sample figure with insights is shown below. To learn the scope of benefits, companies researched, and other details of the global masterbatch market report, please download the report brochure.

The study includes trends and forecast for the global masterbatch market by end use industry, product type, carrier resin, process, and region as follows:

By End Use Industry [Volume (M lbs) and \$M shipment analysis from 2015 to 2026]:

Packaging

Building and Construction

Consumer Goods

Transportation

Electrical and Electronics

Fiber and Textiles

Others

By Product Type [Volume (M lbs) and \$M shipment analysis from 2015 to 2026]:

Color Masterbatch

White Masterbatch

Additive Masterbatch

Black Masterbatch

Filler Masterbatch`

By Carrier Resin [Volume (M lbs) and \$M shipment analysis from 2015 to 2026]:

Polyethylene (PE)

Polypropylene (PP)

Polystyrene (PS)

PA(Polyamide)

EVA(Ethyl vinyl acetate)

ABS(Acrylonitrile butadiene styrene)

SAN (Styrene Acrylonitrile)

PC(Polycarbonate)

By Process [Volume (M lbs) and \$M shipment analysis from 2015 to 2026]:

Film Extrusion

Blow Molding

Injection Molding

Pipe, Conduit, and Tubing

Extrusion Coating

Sheet and Thermofoming

Wire and Cable

Rotational Molding

Other Extrusion

By Region [Volume (M lbs) and \$M shipment analysis from 2015 to 2026]:

North America

US

Canada

Mexico

Europe

Germany

Italy

France

Benelux

Asia Pacific

China

Japan

South Korea

India

Rest of the World

In this market, color, black, white, and additives are the major masterbatch utilized to manufacture plastic products. Color masterbatch is expected to be the largest market by value and volume because it's used for special effect and colors to distinguish products.

Within the global masterbatch market, packaging will remain the largest end use industry by value and volume due to increasing consumption of packaged consumer goods.

Asia Pacific (APAC) is expected to remain the largest region by value and volume; APAC is also expected to experience the highest growth over the forecast period due to growth in end use industries. Increasing urbanization, rising construction and infrastructure activities, changing consumer lifestyles, economic development, and demand for plastic products especially in China and India are the major growth drivers.

Emerging trends, which have a direct impact on the dynamics of the masterbatch industry, include growing use of silicone masterbatch in automotive PP/TPO

compounds and increasing demand for biodegradable masterbatch.

Some of the global masterbatch manufacturers profiled in this report include LyondellBasell, Cabot Corporation, PolyOne, Ampacet Corporation, PlastiBlends, Tosaf Group, Polyplast, Poddar Pigments, Gabrie-Chenie GmbH.

Features of the Global Masterbatch Market

Market Size Estimates: Masterbatch market size estimation in terms of value (\$M) and volume (M lbs) shipment.

Trend and Forecast Analysis: Masterbatch market trends (2015-2020) and forecast (2021-2026) by various segments and regions.

Segmentation Analysis: Masterbatch market size by various segments, such as end use industry, product, carrier resin, process, and regions in terms of value and volume.

Regional Analysis: Masterbatch market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis on growth opportunities in different end use industry, product, carrier resin, process, and regions for the global masterbatch market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape for the global masterbatch market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

This report answers following 11 key questions

Q.1 What are some of the most promising potential, high-growth opportunities for the global masterbatch market by end use industry, product, carrier resin, process, and region (North America, Europe, Asia Pacific, and Rest of the World)?

Q.2 Which segments will grow at a faster pace and why?

Q.3 Which regions will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the drivers and challenges of the global masterbatch market?

Q.5 What are the business risks and threats to the global masterbatch market?

Q.6 What are emerging trends in this global masterbatch market and the reasons behind them?

Q.7 What are some changing demands of customers in the global masterbatch market?

Q.8 What are the new developments in the global masterbatch market? Which companies are leading these developments?

Q.9 Who are the major players in the global masterbatch market? What strategic initiatives are being implemented by key players for business growth?

Q.10 What are some of the competitive products and processes in the global masterbatch market, and how big of a threat do they pose for loss of market share via material or product substitution?

Q.11 What M&A activities did take place in the last five years in the global masterbatch market?

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