

Additive Masterbatch Market Assessment, By Functionality [UV Stabilizer, Antioxidant, Antimicrobial, Flame-Retardant, Anti-slip, Anticorrosive, Hybrid and Others], By Resin Type [Polypropylene, Polyethylene, Polystyrene, PET, PVC, PVA and Others], By Application [Moulding (Blow moulding, Injection moulding and Others), Lamination, Insulation, Manufacturing and Others], By End-use Industry [Packaging, Agriculture, Building and Construction, Electrical and Electronics, Transportation, Consumer Goods, and Others], By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

Additive Masterbatch Market size was valued at USD 4.2 billion in 2022, which is expected to grow to USD 6.5 billion in 2030 with a CAGR of 5.7% during the forecast period between 2023 and 2030. The growing demand for specialty plastics in various industries, such as automotive, electronics, and healthcare, is a major driver in the market. To meet industry standards, there is a growing demand for additive masterbatches that improve qualities like UV resistance, flame retardancy, and antimicrobial protection. Additive masterbatches help plastics meet several regulations, for instance, adding flame resistance to fire-prone material or providing anti-microbial characteristics to materials that encounter food. Therefore, strict regulations and compliance requirements are key drivers in the additive masterbatch market. Manufacturers must follow strict regulations regarding the effects on human health,



safety, and the environment.

Moreover, the demand for additive masterbatches is increasing by the growing emphasis on sustainability and recycling. Recycled plastics become more popular, but they frequently display variations in properties due to various sources. By enhancing mechanical properties, colour uniformity, and surface finish, additive masterbatches help improve recycled plastics' quality and consistency. Finally, industries like packaging and consumer goods seek additive masterbatches for producing distinctive visual effects in the pursuit of aesthetics and distinctive appearances, further contributing to the growing demand for additive masterbatches.

Growing Popularity of Recycled Plastics

The market for additive masterbatch is expanding due to the increased use of recycled plastics. The demand for recycled plastics has improved as environmental sustainability has become a higher priority for industries and manufacturers. However, due to their various sources and processing histories, recycled plastics frequently have inherent variations and limitations. To address these issues and realize the full potential of recycled plastics, which enhances the characteristics of recycled plastics.

The plastic recyclers purchased over 5 billion pounds of used plastic for recycling. Plastic recycling volumes in the United States increased by 280.3 million pounds in 2021 compared to the previous year. The increased production of recycled plastic goods around the globe drives the usage of additive masterbatch as it enhances the quality of recycled plastics.

Increased Demand from the Packaging Sector

The packaging sector is actively seeking tailored solutions to enhance the characteristics of plastic materials, driven by an escalated focus on product presentation, safety, and sustainability considerations. Furthermore, there is a heightened demand for vibrant colour schemes, distinctive visual effects, and engaging tactile textures in the packaging sector. Packaging manufacturers can proficiently achieve these aesthetic goals by harnessing the potential of additive masterbatches, creating packaging products that captivate consumer interest and reinforce brand visibility.

These factors lead to a surge in demand for additive masterbatch in the packaging sector as it meets the requirements of the end-use products. Additionally, companies



operating in this market have been actively involved in the innovation of additive masterbatch for enhanced packaging. Graphene-enhanced PE additive masterbatch has gained traction among leading companies in recent years. For instance, in March 2023, Gerdau Graphene introduced its graphene-enhanced PE additive masterbatch designed for extruded packaging and various applications. This is primarily due to strong mechanical properties offered by graphene-like reduced weight and friction, more efficient lubrication, higher thermal and electrical conductivity, increased barrier properties against liquids and gases, and protection from weathering oxidation and UV light. Thus, such product developments in the market are expected to introduce significant traction during the forecast period.

Impact of COVID-19

The availability of raw materials and production capabilities were impacted by lockdowns, restrictions, and labour shortages, which disrupted global supply chains. As a result, sourcing upstream components for additive masterbatches became difficult, which resulted in delays and shortages. Moreover, during the pandemic, demand fluctuated across a wide range of industries. There was less demand for additive masterbatches because of downturns in the automotive, aerospace, and non-essential consumer goods sectors. However, on the other hand, because of COVID-19-related needs, industries like healthcare, packaging, and electronics experienced increased demand. For instance, hygiene and health-related concerns prompted the increased demand for antimicrobial and antibacterial additives in plastics, necessitating a particular class of additive masterbatches.

Impact of Russia-Ukraine War

Global supply chains, including the availability of raw materials and transportation routes, was disrupted by the ongoing conflict. This price of additive masterbatch increased as the result of ongoing supply-demand dynamics, ongoing capacity reductions in the pigment and dye industry, advances in feedstock costs of various materials, as well as the rising prices of CaCo3 powder, titanium dioxide, polymers, carbon black, pigments, dyes, and additives. Political uncertainty brings down the demand from various industries as development investment is cancelled or delayed. Moreover, the several sanctions and shipping disruptions caused by the import ban of Russian commodities by several European countries worsen the supply situation of the additive masterbatch globally.

Key Players Landscape and Outlook



In response to the escalating demand for additive masterbatch formulations capable of augmenting specific material properties, prominent manufacturers of additive masterbatch are strategically investing in expanding their product portfolios and operational capacities.

For instance, Ampacet, a renowned global leader in masterbatch solutions, has inaugurated a state-of-the-art production facility in Brembate (BG), Italy, to respond to the heightened demand for its products proactively. This new establishment effectively doubles the company's additive capacity and commenced full operational activity in September 2022.

The market for additive masterbatch has a generally promising future, thanks to several factors, including a growing focus on sustainability, changing regulatory requirements and advances in material science. The increasing demand for functional additives, especially those that improve recycled plastics, aligns with the global emphasis on resource efficiency and environmental responsibility.



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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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