

Chromic Materials Market by Technology (Photochromism, Thermochromism, Electrochromism, Others), Material, Application (Smart Windows, Smart Fabrics, Others), End-use Industry, Region - Global Forecast to 2030

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Abstracts

The chromic materials market is projected to reach USD 6.37 billion by 2030 from USD 4.64 billion in 2025, at a CAGR of 6.5%. The increasing demand for smart materials in the automotive sector is propelling the chromic materials market, as manufacturers are adopting new technologies, including electrochromic windows, auto-dimming rearview mirrors, and sunroofs with adjustable opacity to improve comfort, safety, and fuel economy. Chromogenic technologies enable dynamic control of light and heat, improving visibility and reducing the need for traditional shading and cooling systems. These properties are particularly desirable in luxury and high-performance cars, where both, esthetic and functional requirements are high, and chromic materials are thus an important stimulus of modern automobile style and market development.

“Based on technology, electrochromism is expected to be the fastest-growing technology in the chromic materials market during the forecast period, in terms of value”

Electrochromism is the fastest-growing technology in the chromic materials field, prompted by its ability to control dynamically the transmission of light and heat, and therefore, suitability for energy-efficient smart windows, automotive mirrors, and future displays. Increasing demand for sustainable products, combined with enhanced performance and durability due to technology, is promoting their use in the automotive, construction, and consumer electronics markets. Regulatory support for green building projects and integration with IoT and smart home networks are also increasingly driving

market growth, positioning the electrochromic technology for strong growth in value and a high CAGR over the forecast period.

“Based on application, smart windows is expected to be the largest application in chromic materials market during the forecast period, in terms of value”

Smart windows are expected to be the largest application in the chromic materials market through the forecast period, fueled by their central contribution to enhancing energy efficiency and comfort in the residential, commercial, and transportation markets. Through dynamic modification in transparency and insulation, they minimize energy consumption in lighting and climate control, contributing to global sustainability objectives and regulatory requirements.

“Based on region, Asia Pacific accounts for the largest share and is the fastest-growing region in the chromic materials market, in terms of value”

Asia Pacific has the highest share and is the fastest-growing region in the chromic materials market, fueled by rapid industrialization and rapid growth in the electrical, electronics, automotive, and construction sectors of China, India, and Japan. Rising applications in intelligent coatings, paints, and premium materials, and growing urbanization and infrastructure growth are driving demand. Also, higher expenditure on technology and growing demand for high-performance, innovative materials further contribute to market growth, cementing Asia Pacific's position as the world's largest share of the market and highest growth rate for chromic materials.

In the process of determining and verifying the market size for several segments and subsegments identified through secondary research, extensive interviews with experts were conducted. A breakdown of the profiles of the interviews with experts are as follows:

By Company Type: Tier 1 - 40%, Tier 2 - 30%, and Tier 3 - 30%

By Designation: Directors- 35%, Managers - 25%, and Others - 40%

By Region: North America - 22%, Europe - 22%, Asia Pacific - 45%, RoW – 11%

The key players in this market are Merck KGaA (Germany), Milliken & Company (US), Tokuyama Corporation (Japan), Flint Group (UK), Nova by Saint-Gobain (US), SpotSee

(US), Matsui International Company (Japan), QCR Solutions Corp (US), Chromatic Technologies Inc (US), Olikrom Industry (France), Kolortek Co., Ltd (China), New Prismatic Enterprise Co., Ltd (Taiwan), GEM'INNOV (France), Hali Pigment Co., Ltd (China) Vivimed Labs Limited (India), and Smarol Industry Co., Ltd (China).

Research Coverage

This report segments the chromic materials market based on type, material, application, technology, and region, and provides estimations for the overall value of the market across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, products and services, key strategies, product launches, expansions, and mergers & acquisitions associated with the chromic materials market.

Key benefits of buying this report

This research report focuses on various levels of analysis, including industry analysis (industry trends), market ranking analysis of top players, and company profiles, which together provide an overall view of the competitive landscape, emerging and high-growth segments of the chromic materials market, high-growth regions, and market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

Analysis of key drivers (Growing demand for smart materials across industries, advancements in display technologies, sustainability and energy efficiency in construction), restraints (High production costs, limited durability of chromic materials), opportunities (Rising demand for energy-efficient building solutions, expansion of applications in automotive safety features) and challenges (Complex regulatory and certification processes, limited availability of raw materials).

Market Penetration: Comprehensive information on the chromic materials market offered by top players in the global chromic materials market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and product launches in the chromic materials market.

Market Development: Comprehensive information about lucrative emerging markets — the report analyzes the markets for chromic materials market across regions.

Market Diversification: Exhaustive information about new products, untapped regions, and recent developments in the global chromic materials market.

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the chromic materials market.

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.3 STUDY SCOPE

1.3.1 MARKETS COVERED AND REGIONAL SCOPE

1.3.2 INCLUSIONS AND EXCLUSIONS

1.3.3 YEARS CONSIDERED

1.3.4 CURRENCY CONSIDERED

1.3.5 UNITS CONSIDERED

1.4 STAKEHOLDERS

1.5 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

2.1.1 SECONDARY DATA

2.1.1.1 List of key secondary sources

2.1.1.2 Key data from secondary sources

2.1.2 PRIMARY DATA

2.1.2.1 Key data from primary sources

2.1.2.2 List of primary interview participants—demand and supply side

2.1.2.3 Key industry insights

2.1.2.4 Breakdown of interviews with experts

2.2 MARKET SIZE ESTIMATION

2.2.1 BOTTOM-UP APPROACH

2.2.2 TOP-DOWN APPROACH

2.3 FORECAST NUMBER CALCULATION

2.4 DATA TRIANGULATION

2.5 FACTOR ANALYSIS

2.6 ASSUMPTIONS

2.7 LIMITATIONS AND RISKS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN CHROMIC MATERIALS MARKET

4.2 CHROMIC MATERIALS MARKET, BY TYPE

4.3 CHROMIC MATERIALS MARKET, BY MATERIAL

4.4 CHROMIC MATERIALS MARKET, BY APPLICATION

4.5 CHROMIC MATERIALS MARKET, BY TECHNOLOGY

4.6 CHROMIC MATERIALS MARKET, BY KEY COUNTRY

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Rising adoption in automotive and aerospace sectors

5.2.1.2 Growing demand for smart materials across industries

5.2.1.3 Advancements in flexible, interactive, and energy-efficient display technologies

5.2.1.4 Sustainability and energy efficiency in construction

5.2.2 RESTRAINTS

5.2.2.1 High production costs

5.2.2.2 Limited durability of chromic materials

5.2.3 OPPORTUNITIES

5.2.3.1 Rising demand for energy-efficient building solutions

5.2.3.2 Expansion of applications in automotive safety features

5.2.4 CHALLENGES

5.2.4.1 Complex regulatory and certification processes

5.2.4.2 Limited availability of raw materials

6 INDUSTRY TRENDS

6.1 VALUE CHAIN ANALYSIS

6.1.1 RAW MATERIAL SUPPLIERS

6.1.2 MANUFACTURERS

6.1.3 DISTRIBUTORS

6.1.4 END USERS

6.2 ECOSYSTEM ANALYSIS

6.3 PORTER'S FIVE FORCES ANALYSIS

6.3.1 THREAT OF NEW ENTRANTS

6.3.2 THREAT OF SUBSTITUTES

- 6.3.3 BARGAINING POWER OF SUPPLIERS
- 6.3.4 BARGAINING POWER OF BUYERS
- 6.3.5 INTENSITY OF COMPETITIVE RIVALRY
- 6.4 KEY STAKEHOLDERS AND BUYING CRITERIA
 - 6.4.1 KEY STAKEHOLDERS IN BUYING PROCESS
 - 6.4.2 QUALITY
 - 6.4.3 SERVICE
 - 6.4.4 BUYING CRITERIA
- 6.5 TRADE ANALYSIS
 - 6.5.1 EXPORT SCENARIO (HS CODE 320620)
 - 6.5.2 IMPORT SCENARIO (HS CODE 320620)
- 6.6 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS
- 6.7 TECHNOLOGY ANALYSIS
 - 6.7.1 KEY TECHNOLOGIES
 - 6.7.1.1 Thermochromic liquid crystals (TLCs)
 - 6.7.1.2 Photochromic polymers
 - 6.7.1.3 Electrochromic thin films
 - 6.7.2 COMPLEMENTARY TECHNOLOGIES
 - 6.7.2.1 Smart coatings
 - 6.7.2.2 Nanostructured materials
 - 6.7.2.3 Hybrid chromic systems
- 6.8 TECHNOLOGICAL CONSTRAINTS – CHROMIC MATERIALS
 - 6.8.1 INTEGRATION CHALLENGES AND END USER PREFERENCE
- 6.9 MACROECONOMIC INDICATORS
 - 6.9.1 GDP TRENDS AND FORECASTS
- 6.10 AVERAGE SELLING PRICE TREND
 - 6.10.1 AVERAGE SELLING PRICE TREND, BY REGION, 2022–2024
 - 6.10.2 AVERAGE SELLING PRICE TREND, BY TECHNOLOGY, 2022–2024
 - 6.10.3 AVERAGE SELLING PRICE TREND, BY APPLICATION, 2022–2024
 - 6.10.4 AVERAGE SELLING PRICE TREND BY MATERIAL, 2021–2023
- 6.11 REGULATORY LANDSCAPE
 - 6.11.1 REGULATIONS
 - 6.11.2 NORTH AMERICA
 - 6.11.3 ASIA PACIFIC
 - 6.11.4 EUROPE
 - 6.11.5 SOUTH AMERICA
 - 6.11.6 MIDDLE EAST & AFRICA
 - 6.11.7 STANDARDS
 - 6.11.7.1 ISO 9001

6.11.7.2 ISO 14001

6.11.7.3 ISO 18001/ISO 45001

6.11.7.4 ISO 13485

6.11.7.5 ISO 175

6.11.7.6 ISO 4892

6.11.7.7 ASTM D2244

6.11.7.8 ASTM E2149

6.11.7.9 ASTM G154

6.11.8 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

6.12 LIST OF KEY STARTUPS AND RESEARCH INSTITUTES IN CHROMIC MATERIALS MARKET

6.12.1 KEY STARTUPS IN CHROMIC MATERIALS MARKET

6.12.1.1 KingChroma

6.12.1.2 ChromaGenics

6.12.1.3 Good Life Innovations

6.12.1.4 Chromatic Technologies

6.12.2 RESEARCH INSTITUTES IN CHROMIC MATERIALS MARKET

6.12.2.1 Fraunhofer Institute for Applied Polymer Research (IAP), Germany

6.12.2.2 Princeton Materials Institute (PMI), US

6.12.2.3 Advanced Materials Research Institute (AMRI), University of New Orleans, US

6.12.2.4 Institute of Materials Research (IMR), Washington State University, US

6.12.2.5 Joint Research Centre of Advanced Materials, Bournemouth University, UK, and Northeastern University, China

6.13 IMPACT OF AI/GEN AI

6.14 KEY CONFERENCES AND EVENTS, 2025–2026

6.15 CASE STUDY ANALYSIS

6.15.1 IMPROVING ENERGY PERFORMANCE WITH THERMOCHROMIC GLASS – WATES HOUSE RE-CLADDING

6.15.2 OPTIMIZING DAYLIGHT AND ENERGY EFFICIENCY – CHABOT COLLEGE ATRIUM

6.15.3 SUSTAINABLE CLIMATE CONTROL WITH SMART GLASS – RESEARCH SUPPORT FACILITY (RSF)

6.16 INVESTMENT AND FUNDING SCENARIO

6.17 PATENT ANALYSIS

6.17.1 INTRODUCTION

6.17.2 LEGAL STATUS OF PATENTS

6.17.3 JURISDICTION ANALYSIS

6.18 IMPACT OF 2025 US TARIFF ON CHROMIC MATERIALS MARKET

6.18.1 INTRODUCTION

6.18.2 KEY TARIFF RATES

6.18.3 PRICE IMPACT ANALYSIS

6.18.4 IMPACT ON COUNTRY/REGION

6.18.4.1 The US

6.18.4.2 Europe

6.18.4.3 Asia Pacific

6.18.5 IMPACT ON END-USE INDUSTRIES

7 CHROMIC MATERIALS MARKET, BY APPLICATION

7.1 INTRODUCTION

7.2 SMART WINDOWS

7.2.1 ENERGY EFFICIENCY AND COMFORT TO DRIVE MARKET

7.3 SMART FABRICS

7.3.1 REAL-TIME HEALTH MONITORING AND SPORTS PERFORMANCE TO BOOST MARKET

7.4 SMART LABEL INDICATORS

7.4.1 EFFICIENT PRODUCT MONITORING TO PROPEL DEMAND

7.5 DISPLAYS

7.5.1 ENERGY-EFFICIENT, CUSTOMIZABLE SOLUTIONS TO FUEL MARKET

7.6 OPHTHALMIC LENSES

7.6.1 ENHANCED COMFORT AND FUNCTIONALITY IN EYEWEAR TO DRIVE DEMAND

7.7 OTHER APPLICATIONS

8 CHROMIC MATERIALS MARKET, BY MATERIAL

8.1 INTRODUCTION

8.2 TUNGSTEN OXIDE

8.2.1 USE IN SMART WINDOWS, ENERGY-EFFICIENT DISPLAYS, SENSORS, AND OPTICAL DEVICES TO BOOST MARKET

8.3 VANADIUM DIOXIDE

8.3.1 ABILITY TO CONTROL INFRARED RADIATION TO ENABLE ENERGY-EFFICIENT SOLUTIONS FOR BUILDINGS AND DEVICES

8.4 LIQUID CRYSTAL POLYMERS

8.4.1 HIGH OPTICAL, MECHANICAL, AND THERMAL PROPERTIES TO FUEL

GROWTH

8.5 CARBAZOLES

8.5.1 FAST SWITCHING SPEEDS, REDUCED RESPONSE TIMES, AND HIGHER EFFICIENCY IN DEVICES TO DRIVE GROWTH

8.6 METHOXY BIPHENYLS

8.6.1 APPLICATIONS IN ELECTROCHROMIC DEVICES, OLEDs, PHOTOCHROMIC MATERIALS, AND ADVANCED DISPLAYS TO BOOST MARKET

8.7 INDIUM TIN OXIDE

8.7.1 DEMAND IN ELECTROCHROMIC DEVICES, ORGANIC LIGHT-EMITTING DIODES, LIQUID CRYSTAL DISPLAYS, AND PHOTOVOLTAIC CELLS TO DRIVE MARKET

8.8 OTHER MATERIALS

9 CHROMIC MATERIALS MARKET, BY TECHNOLOGY

9.1 INTRODUCTION

9.2 PHOTOCHROMISM

9.2.1 REVOLUTIONIZING APPLICATIONS IN EYEWEAR, SMART WINDOWS, AUTOMOTIVE, AND HEALTHCARE TO BOOST GROWTH

9.3 THERMOCHROMISM

9.3.1 APPLICATIONS IN PACKAGING, TEXTILES, AUTOMOTIVE, AND SMART COATINGS TO BOOST MARKET

9.4 ELECTROCHROMISM

9.4.1 ENERGY EFFICIENCY, ENHANCED USER EXPERIENCE, AND SUSTAINABILITY TO BOOST GROWTH

9.5 PIEZOCHROMISM

9.5.1 DEMAND FOR SENSORS, DIAGNOSTICS, SMART TEXTILES, AND PRESSURE-SENSITIVE COATINGS TO PROPEL MARKET

9.6 GASOCHROMISM

9.6.1 CRUCIAL APPLICATIONS IN ENVIRONMENTAL MONITORING AND INDUSTRIAL SAFETY TO DRIVE DEMAND

9.7 OTHER TECHNOLOGIES

10 CHROMIC MATERIALS MARKET, BY TYPE

10.1 INTRODUCTION

10.2 TRANSPARENT

10.2.1 ENHANCED ENERGY EFFICIENCY AND COMFORT TO DRIVE GROWTH

10.3 COLORED STATE

10.3.1 GOVERNMENT EMPHASIS ON ENERGY-EFFICIENT INFRASTRUCTURE TO BOOST MARKET

11 CHROMIC MATERIALS MARKET, BY REGION

11.1 INTRODUCTION

11.2 NORTH AMERICA

11.2.1 US

11.2.1.1 Strong emphasis on smart technologies, sustainability, and industrial innovation to drive market

11.2.2 CANADA

11.2.2.1 Expanding applications in multiple industries to boost market

11.2.3 MEXICO

11.2.3.1 Robust food and beverage sector to fuel market

11.3 ASIA PACIFIC

11.3.1 CHINA

11.3.1.1 Rapid industrialization and strong government initiatives to fuel market growth

11.3.2 JAPAN

11.3.2.1 Technological advancements and infrastructure development to boost market

11.3.3 INDIA

11.3.3.1 Industrial development and technological progress to propel market

11.3.4 SOUTH KOREA

11.3.4.1 Robust manufacturing sector and high-tech industries to fuel demand

11.3.5 REST OF ASIA PACIFIC

11.4 EUROPE

11.4.1 GERMANY

11.4.1.1 Strong industrial base, technological advancements, and commitment to sustainability to drive growth

11.4.2 UK

11.4.2.1 Innovations in smart and sustainable technologies and rising demand from end-use sectors to fuel market

11.4.3 FRANCE

11.4.3.1 Emphasis on innovation, sustainability, and strong industrial base to boost demand

11.4.4 ITALY

11.4.4.1 Strong industrial base, innovative applications, and increasing focus on sustainability to drive market

11.4.5 SPAIN

11.4.5.1 Technological innovation, sustainability initiatives, and demand from end-use sectors to fuel market

11.4.6 REST OF EUROPE

11.5 MIDDLE EAST & AFRICA

11.5.1 GCC COUNTRIES

11.5.1.1 Saudi Arabia

11.5.1.1.1 Government initiatives to support market growth

11.5.1.2 Rest of GCC countries

11.5.2 SOUTH AFRICA

11.5.2.1 Semi-arid climate and temperature fluctuations to drive demand for adaptive solutions

11.5.3 REST OF MIDDLE EAST & AFRICA

11.6 SOUTH AMERICA

11.6.1 BRAZIL

11.6.1.1 Government initiatives and energy-efficient technologies to boost market

11.6.2 ARGENTINA

11.6.2.1 Rich natural resources and emphasis on innovation to fuel market

11.6.3 REST OF SOUTH AMERICA

12 COMPETITIVE LANDSCAPE

12.1 OVERVIEW

12.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

12.3 REVENUE ANALYSIS, 2022–2024

12.4 MARKET SHARE ANALYSIS

12.5 COMPANY VALUATION AND FINANCIAL METRICS

12.6 PRODUCT COMPARISON

12.7 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024

12.7.1 STARS

12.7.2 EMERGING LEADERS

12.7.3 PERVASIVE PLAYERS

12.7.4 PARTICIPANTS

12.7.5 COMPANY FOOTPRINT: KEY PLAYERS, 2024

12.7.5.1 Company footprint

12.7.5.2 Region footprint

12.7.5.3 Type footprint

12.7.5.4 Material footprint

12.7.5.5 Technology footprint

12.7.5.6 Application footprint

12.8 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024

12.8.1 RESPONSIVE COMPANIES

12.8.2 PROGRESSIVE COMPANIES

12.8.3 DYNAMIC COMPANIES

12.8.4 STARTING BLOCKS

12.8.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2024

12.8.5.1 Detailed list of key startups/SMEs

12.8.5.2 Competitive benchmarking of key startups/SMEs

12.9 COMPETITIVE SCENARIO

12.9.1 PRODUCT LAUNCHES

12.9.2 DEALS

13 COMPANY PROFILES

13.1 KEY PLAYERS

13.1.1 MERCK KGAA

13.1.1.1 Business overview

13.1.1.2 Products/Solutions/Services offered

13.1.1.3 MnM view

13.1.1.3.1 Right to win

13.1.1.3.2 Strategic choices

13.1.1.3.3 Weaknesses and competitive threats

13.1.2 MILLIKEN & COMPANY

13.1.2.1 Business overview

13.1.2.2 Products/Solutions/Services offered

13.1.2.3 Recent developments

13.1.2.3.1 Deals

13.1.2.4 MnM view

13.1.2.4.1 Right to win

13.1.2.4.2 Strategic choices

13.1.2.4.3 Weaknesses and competitive threats

13.1.3 TOKUYAMA CORPORATION

13.1.3.1 Business overview

13.1.3.2 Products/Solutions/Services offered

13.1.3.3 MnM view

13.1.3.3.1 Right to win

13.1.3.3.2 Strategic choices

13.1.3.3.3 Weaknesses and competitive threats

13.1.4 FLINT GROUP

13.1.4.1 Business overview

13.1.4.2 Products/Solutions/Services offered

13.1.4.3 MnM view

13.1.4.3.1 Right to win

13.1.4.3.2 Strategic choices

13.1.4.3.3 Weaknesses and competitive threats

13.1.5 NOVA BY SAINT-GOBAIN

13.1.5.1 Business overview

13.1.5.2 Products/Solutions/Services offered

13.1.5.3 MnM view

13.1.5.3.1 Right to win

13.1.5.3.2 Strategic choices

13.1.5.3.3 Weaknesses and competitive threats

13.1.6 SPOTSEE

13.1.6.1 Business overview

13.1.6.2 Products/Solutions/Services offered

13.1.6.3 Recent developments

13.1.6.3.1 Deals

13.1.6.4 MnM view

13.1.6.4.1 Right to win

13.1.6.4.2 Strategic choices

13.1.6.4.3 Weaknesses and competitive threats

13.1.7 MATSUI INTERNATIONAL COMPANY

13.1.7.1 Business overview

13.1.7.2 Products/Solutions/Services offered

13.1.7.3 Recent developments

13.1.7.3.1 Product launches

13.1.7.4 MnM view

13.1.7.4.1 Right to win

13.1.7.4.2 Strategic choices

13.1.7.4.3 Weaknesses and competitive threats

13.1.8 QCR SOLUTIONS CORP

13.1.8.1 Business overview

13.1.8.2 Products/Solutions/Services offered

13.1.8.3 MnM view

13.1.9 CHROMATIC TECHNOLOGIES INC.

13.1.9.1 Business overview

13.1.9.2 Products/Solutions/Services offered

- 13.1.9.3 Recent developments
 - 13.1.9.3.1 Product launches
 - 13.1.9.3.2 Deals
- 13.1.9.4 MnM view
- 13.1.10 OLIKROM INDUSTRY
 - 13.1.10.1 Business overview
 - 13.1.10.2 Products/Solutions/Services offered
 - 13.1.10.3 MnM view
 - 13.1.10.3.1 Right to win
 - 13.1.10.3.2 Strategic choices
 - 13.1.10.3.3 Weaknesses and competitive threats
- 13.1.11 KOLORTEK CO., LTD
 - 13.1.11.1 Business overview
 - 13.1.11.2 Products/Solutions/Services offered
- 13.1.12 NEW PRISMATIC ENTERPRISE CO., LTD
 - 13.1.12.1 Business overview
 - 13.1.12.2 Products/Solutions/Services offered
- 13.1.13 GEM'INNOV
 - 13.1.13.1 Business overview
 - 13.1.13.2 Products/Solutions/Services offered
- 13.1.14 HALI PIGMENT CO., LTD.
 - 13.1.14.1 Business overview
 - 13.1.14.2 Products/Solutions/Services offered
 - 13.1.14.3 MnM view
- 13.1.15 SMAROL INDUSTRY CO., LTD
 - 13.1.15.1 Business overview
 - 13.1.15.2 Products/Solutions/Services offered
 - 13.1.15.3 MnM view
 - 13.1.15.3.1 Right to win
 - 13.1.15.3.2 Strategic choices
 - 13.1.15.3.3 Weaknesses and competitive threats
- 13.1.16 VIVIMED LABS LIMITED
 - 13.1.16.1 Business overview
 - 13.1.16.2 Products/Solutions/Services offered
- 13.2 OTHER PLAYERS
 - 13.2.1 FX PIGMENTS
 - 13.2.2 NEWCOLORCHEM
 - 13.2.3 SHANGHAI CAISON COLOR MATERIAL CO., LTD.
 - 13.2.4 H.W. SANDS CORP.

- 13.2.5 YAMAMOTO CHEMICALS, INC.
- 13.2.6 EPTANOVA S.R.L.
- 13.2.7 INDESTRUCTIBLE PAINT LIMITED
- 13.2.8 GOOD LIFE INNOVATIONS
- 13.2.9 VIPUL CHEMICALS INDIA PVT LTD
- 13.2.10 GUANGZHOU SHENGSE TECHNOLOGY CO., LTD.
- 13.2.11 YAMADA CHEMICAL CO., LTD.

14 APPENDIX

- 14.1 DISCUSSION GUIDE
- 14.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL
- 14.3 CUSTOMIZATION OPTIONS
- 14.4 RELATED REPORTS
- 14.5 AUTHOR DETAILS

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