

Fluorescent Pigment Market by Formulation (Organic, Inorganic), Characteristic Type, Type, Intensity (High Intensity, Medium Intensity, Low Intensity), Application (Paints & Coatings, Printing Inks), End-Use Industry, & Region - Global Forecast to 2028

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Abstracts

The Fluorescent pigment market is projected to reach USD 498 million by 2028, at a CAGR of 5.7% from USD 377 million in 2023. The combination of growing market trends, increasing application, consumer demand from emerging economies, and advancements in fluorescent pigment technology are driving the adoption and use of fluorescent pigment.

“Based on characteristic type, thermoplastic fluorescent pigment is expected to be the fastest growing market during the forecast period, in terms of value.”

Thermoplastic fluorescent pigments are used in a wide range of applications where strong resistance to solvents is not required. They are characterized by their softening temperature, which is higher than 356°F, and their excellent solvent resistance. These pigments are specifically formulated to be compatible with various thermoplastic materials, such as polyethylene, polypropylene, polyvinyl chloride (PVC), and others. This compatibility processes that the pigments can be evenly dispersed throughout the plastic during the manufacturing process.

“Based on type, Dayglow pigments is the largest market during the forecast period, in terms of value.”

Dayglow fluorescent pigments are designed to produce intense and bright colors that catch the eye, especially when exposed to natural light or artificial light sources. These

pigments are known for their high visibility and are commonly used in various applications for aesthetic or functional purposes. Dayglow fluorescent pigments come in a variety of colors, ranging from bright yellows and oranges to pinks and greens. These colors are chosen for their ability to attract attention and enhance visibility.

“Based on region, Asia Pacific is the fastest growing market for fluorescent pigment in 2022, in terms of value.”

The Asia-Pacific region, particularly countries like China, India, and Southeast Asian nations, has experienced significant economic growth in recent years. This economic expansion has led to increased industrialization, urbanization, and a rise in consumer spending. The region is home to diverse and rapidly expanding industries, including textiles, printing, packaging, plastics, and electronics. Many of these industries use fluorescent pigments in various applications, such as inks, coatings, and materials for consumer goods.

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

By Company Type: Tier 1 - 35%, Tier 2 - 45%, and Tier 3 - 20%

By Designation: C-Level - 35%, Director Level - 25%, and Others - 40%

By Region: North America - 30%, Europe - 20%, Asia Pacific - 40%, Middle East & Africa-5%, and Latin America-5%

The key players in this market are Radiant Color NV (Belgium), Luminochem (Hungary), Wanlong Chemical Co., Ltd. (China), Sinlohi Co., Ltd. (Japan), Wuxi Minghui International Trading Co., Ltd. (China), DayGlo Color Corp. (US), Aron Universal Limited (India), Vicome Corp. (China), Hangzhou Aibai Chemical Co., Ltd. (China), Brilliant Group Inc. (US).

Research Coverage

This report segments the fluorescent pigment market based on formulation, characteristic type, type, intensity, application, end-use industry, 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, new product launches, expansions, and mergers and acquisitions associated with the fluorescent pigment 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 fluorescent pigment market, high-growth regions, and market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

Analysis of key drivers (Growth in emerging markets, increased use in security and anti-counterfeiting measures, consumer preferences for vibrant and eye-catching colors), restraints (Elevated cost of fluorescent pigments), opportunities (Expanding use in 3D printing, The trend towards customization and personalization) and challenges (complex manufacturing processes, Stiff competition from alternative coloration technologies and pigments).

Market Penetration: Comprehensive information on the fluorescent pigment market offered by top players in the global fluorescent pigment market.

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

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

Market Diversification: Exhaustive information about new products, untapped regions, and recent developments in the global fluorescent pigment market

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

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