

# **Ink Additives Market by Type (Rheology Modifiers, Dispersing & Wetting agents, Foam Control Additives), Technology (Solvent-based, Water-based), Process (Lithographic, Gravure), Application (Packaging, Publishing), & Region - Global Forecast to 2029**

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## **Abstracts**

The ink additives market is projected to register a CAGR of 5.3% between 2024 and 2029, in terms of value.

The ink additives market size is projected to reach USD 2.9 billion by 2029 at a CAGR of 5.3% from USD 2.3 billion in 2024. Dispersing & wetting agents, by type segment is estimated to account for the largest share of the ink additives market in 2023.

Dispersing & wetting agents is likely to account for the largest share of ink additives market.

Dispersion and wetting agents are integral components found in nearly every ink formulation, showcasing comparable functionalities. Wetting agents, such as alcohol ethoxylate, ethoxylated carboxylic acid, isopropyl alcohol, alkylphenol ethoxylate, modified fatty acid, anionic surfactants, disulfonate steric stabilizer, and glycol, are frequently employed in ink formulations. They lower surface tension, enhancing pigment dispersion. When surface tension is high, it impedes proper wetting of substrates, crucial for achieving optimal print quality. Adequate wetting ensures even liquid spreading without droplet formation on substrates.

Solvent-based technology accounted for the largest segment of ink additives market.

Solvent-based technology reigns supreme in the ink additives market because of its affordability and simplicity. Widely employed in the ink industry, manufacturers favor this technology due to its cost-effective processing. The high volatility of solvents used in printing ensures minimal migration risk, further consolidating solvent-based technology's dominance. This technology is prevalent globally, especially in economies like China, India, Brazil, and Southeast Asian nations.

Lithographic, by process accounted for the largest segment of ink additives market.

The lithographic/offset printing process remains the dominant choice in the printing ink industry, although its growth rate has slowed compared to other methods due to the shift towards functional and sensory packaging. During the forecast period, the digital process is expected to experience the most rapid growth. This acceleration is fueled by the increasing adoption of digital printing, which eliminates the need for film plates or photo chemicals, streamlining the process from digital document files to final prints. Furthermore, digital printing eliminates the production and disposal of printing plates, resulting in significant time and cost savings. Additionally, the trend towards smaller print runs and the demand for personalized content within tight deadlines are key factors driving the increasing demand for digital printing.

Packaging, by application accounted for the largest segment of ink additives market.

Packaging represents the most extensive and rapidly expanding application domain for ink additives. The substantial demand for ink additives in flexible packaging, corrugated cardboard, and folding cartons is expected to be the driving force behind this segment's market growth. This expansion is anticipated to be propelled by the rising need for inks in food packaging (including seafood), beverages, cigarette packaging, pouches, bags, and diverse lamination designs. Additionally, the increasing demand for ink additives from the narrow web, tag, and label printing segments further bolsters the packaging sector market.

Asia Pacific, by region is forecasted to be the fastest segment of ink additives market during the forecast period.

The packaging sector in emerging nations like India and Indonesia is poised to propel the ink additives market within the region. Over recent years, there has been a consistent uptick in the consumption of packaged goods in these countries. This surge in packaging consumption is primarily fueled by factors such as the increasing demand

for secure packaging of food products and appealing product packaging.

The break-up of the profile of primary participants in the C4ISR market:

By Company Type: Tier 1 – 45%, Tier 2 – 22%, and Tier 3 – 33%

By Designation: C Level – 50%, D Level – 25%, and Others – 25%

By Region: North America – 50%, Europe – 20%, Asia Pacific – 10%, South America- 10%, and the Middle East & Africa – 10%

The key companies profiled in this report are Atlanta AG (Germany), BASF SE (Germany), Dow, Inc. (US), Elementis Plc (UK), Evonik Industries AG (Germany).

Research Coverage:

The ink additives market has been segmented based on Type (Rheology Modifiers, Dispersing & Wetting agents, Foam Control Additives, Slip/Rub Materials, and Others), Technology (Solvent-based, Water-based, and Other Technologies), Process (Lithography, Gravure, Flexography, Digital, and Other Processes), Application (Packaging, Publishing, Commercial Printing), and by Region (Asia Pacific, Europe, North America, Middle East & Africa, and South America).

Reasons to Buy the Report

From an insight perspective, this research report focuses on various levels of analyses — industry analysis (industry trends), market ranking analysis of top players, and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the market; high growth regions; and market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

Analysis of key drivers (Increased demand from flexible packaging), restraints (Compliance to regulatory standards), opportunities (Rising demand in Asia Pacific, especially in India and China), challenges (Volatile raw material prices)

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

**Market Development:** Comprehensive information about lucrative emerging markets – the report analyzes the market for ink additives across regions

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the market

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

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TABLE 250 SOUTH AMERICA: INK ADDITIVES MARKET, BY PROCESS, 2021–2023

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TABLE 252 SOUTH AMERICA: INK ADDITIVES MARKET, BY APPLICATION,

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TABLE 260 ARGENTINA: INK ADDITIVES MARKET, BY APPLICATION, 2021–2023 (USD MILLION)

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TABLE 290 UAE: INK ADDITIVES MARKET, BY APPLICATION, 2021–2023 (KILOTON)

TABLE 291 UAE: INK ADDITIVES MARKET, BY APPLICATION, 2024–2029 (KILOTON)

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11.6.2.2.1 Rising demand for printing inks in publishing applications to drive market

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