

# **Ink Solvents Market by Chemistry Type (Alcohols, Acetates, Hydrocarbons), by Product Type (Conventional, Green & Bio-based), by Process (Flexographic, Gravure, & Others) & by Application (Packaging, Corrugated, Publication) - Global Forecasts to 2019**

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## **Abstracts**

The report covers the global ink solvents market and further segments the market on the basis of chemistry type, product type, process, application, and region. The market data for these types is given with respect to volume (kilotons) and value (\$million). The global market value of ink solvents is estimated to be around \$827.24 million in 2014 and is projected to grow at a CAGR of more than 5% between 2014 and 2019. The data mentioned in the report are based on the global demand for ink solvents.

The total market for ink solvents has been analyzed based on the Porter's five forces model. This gives an idea about the current proceedings in the industry at commercial level. The study provides the value chain analysis with respect to the technology providers, ink solvent producers, printing ink manufacturers, and end-user industries. The value chain describes the key contributors to the ink solvents market at different stages from product development to end use. It represents the top players which are contributing to the global ink solvents industry.

The impact of different market factors, such as drivers, restraints, and opportunities is also illustrated in the report. This gives an idea about the key drivers such as government regulatory support, public awareness, application growth for ink solvents in Asia-Pacific especially in China and India where there is robust growth in the food and beverage packaging followed by online retail industry. The economic slowdown in

Europe and U.S. also affected the economy of other developed countries and the price volatility of the printing inks in the past made the market more strained for the printing ink applications.

The global ink solvents market is also classified based on different applications. The important applications include flexible packaging, corrugated cardboard and folding cartons, publication, and others. The corrugated cardboard and folding cartons application is expected to show moderate growth in the future due to the advancements in the trend of online shopping.

The key companies in this market are BASF SE (Germany), Dow Chemical Company (U.S.), Eastman Chemical Company (U.S.), Arkema S.A. (France), Ashland Inc. (U.S.), Celanese Corporation (U.S.), Evonik Industries AG (Germany), Ineos AG (Switzerland), Omnova Solutions (U.S.), Royal Dutch Shell (Netherlands), Solvay AG (Belgium), and Vertec Biosolvents Inc. (U.S.). These companies are consistently focusing on expanding their production capacity to achieve a competitive advantage and thereby serving the customers more effectively. Merger and acquisitions were the most preferred strategies by the top players in 2013 that were driving the demand of ink solvents. Their strategy to capture the untapped market in developing economies includes agreements, collaborations, and joint ventures.

The Asia-Pacific region emerged to be the driving factor for this market, contributing for about 48% of the global demand in terms of market share in 2013. China is the leading country in the consumption of ink solvents, due to the increased demand of the printing inks from the packaging industry. The important emerging economies such as Brazil, India, Russia, and others are further lined up for a brighter future in this market.

The report also presents a competitive landscape covering different strategies and developments such as mergers & acquisitions, investments and expansions, new product launches, agreements and collaborations undertaken by the leading ink solvent companies in the past few years. Furthermore, different ink solvents market participants are also profiled in the report.

### Scope of the report

The report segments the global ink solvents market as:

The global ink solvents market has been covered in detail in this report. In order to provide an all-round picture, the current market demand and forecasts have also been

included.

On the basis of chemistry type:

Alcohol

Acetate

Hydrocarbon

Others

On the basis of product type:

Conventional

Green & Bio-based

On the basis of process:

Flexographic

Gravure

Others

On the basis of application:

Flexible packaging

Corrugated cardboard and folding cartons

Publication

Others

On the basis of region:

North America

Europe

Asia-Pacific

RoW

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## About

The report "Ink Solvents Market by Chemistry Type (Alcohols, Acetates, Hydrocarbons), by Product Type (Conventional, Green & Bio-based), by Process (Flexographic, Gravure, & Others) & by Application (Packaging, Corrugated, Publication) - Global Forecasts to 2019", analyzes the global ink solvents market with respect to market drivers, opportunities, challenges, and trends in different regions.

The global ink solvents market is significantly penetrating in the printing ink applications. The characteristics of the end products differ as per the requirement of end-user industries and for different applications. The Asia-Pacific region is the fastest growing segment of the global ink solvent market and is mainly attributed to high economic growth rate followed by increasing demand for online shopping and packet food which is eventually driving the printing inks industry. The Asia-Pacific and RoW markets are estimated to show a rising growth in the next five years with the allied industries expected to stabilize the overall business need in the respective regions.

Some the Prominent players in the global "Ink Solvents Market" are:

BASF SE (Germany)

Dow Chemical Company (U.S.)

Ineos AG (Switzerland)

Royal Dutch Shell (Netherlands)

Solvay AG (Belgium) Etc..

R&D is a key part of this market. The manufacturing companies, associations, and end-product manufacturers infuse high investments for future advancements and technology modifications of ink solvents and match the consumer demands coming from various types of applications. Global companies are continuously investing in R&D to create unique applications in the bio solvent market that can be used in the printing ink

industry. The bio-based solvent players which also supply solvent to the printing ink industry are Archer Daniels Midland, BioAmber Inc., Cargill Inc., CSM N.V., Myriant Corporation, Shenzhen Esun Industrial Co. Ltd., and Vertec Biosolvents Inc.

The Eastern and Central European nations, emerging South-East Asian, and Latin American nations that will host the future global events would supplement the growth of food & beverage packaging, followed by publishing and promotion which will indirectly boost the demand for the ink solvents.

The global market value of the ink solvent market was estimated to be more than \$790 million in 2013 and is projected to reach \$1,062.46 million by 2019, growing at a CAGR of more than 5% between 2014 and 2019. The high demand for the printing inks across the packaging end user industry will increase the overall ink solvents consumption.

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Product name: Ink Solvents Market by Chemistry Type (Alcohols, Acetates, Hydrocarbons), by Product Type (Conventional, Green & Bio-based), by Process (Flexographic, Gravure, & Others) & by Application (Packaging, Corrugated, Publication) - Global Forecasts to 2019

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