

# Color-Shifting Materials Market Opportunities – 2015 to 2022

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## Abstracts

In this report, n-tech (1) identifies and quantifies the key emerging opportunities for color-shifting materials, (2) offers guidance on where and how these smart materials will be used in the future and (3) profiles the leading firms who are shaping the color-shifting materials space.

Technology and product assessments

This report provides full coverage of smart chromic materials with an analysis of the latest technology developments in:

Thermochromism

Photochromism

Electrochromism

Solvatochromism

Cathodchromism

Electrophoresis

Included in this analysis is discussion of how these technologies are being commercialized in the latest color-shifting materials and brands.

## End-user application analysis

We also include a full analysis of the applications areas where n-tech analysts expects the major revenue generation opportunities for color-shifting materials to appear in the next decade:

Automotive surfaces

Construction (walls and windows)

Clothing and textiles,

Brand protection

Sensors

## Eight-Year Market Forecasts

The report also contains highly granular forecasts of the worldwide color-shifting material space:

Revenue (\$ millions)

Volume (square meters) terms,

By application

By material type

## Strategic profiles

This report provides insight into the product/market strategies of the firms to watch in this important part of the smart materials market including both the major specialty chemical companies and smaller specialist firms.

The companies covered will include:

Adidas

BASF

Chromatic Technologies

DuPont

E Ink

JDS Uniphase

Johnson Controls

Kodak Graphics

Merck

Olikrom

PPG

Schreiner Group

Sellerink

SICPA

Sun Chemica

Valspar

The market evaluation in this report is based on interviews with key players in this space, as well as numerous secondary resources. It also draws on n-tech's insider knowledge of the smart materials business. We believe that this report will be a valuable strategic resource for marketers and business development executives entering – or already active – in this emerging market.

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