

# Global Masterbatch Market Research and Analysis, 2015-2022

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## Abstracts

### Market Insights:

Masterbatch are defined as solid or liquid additives that are used for colouring plastics and imparting other properties to plastics. It is a mixture of carrier resins, pigments, and additive. Masterbatch are widely used in colouring raw polymers during the plastic manufacturing process. Further, they are also widely used in packaging application. There are varieties of pivotal factors that are driving the growth of the market which includes rising demand from automotive and building and construction sectors, increased adoption in colouring methods and so on. The increasing demand for light weight vehicles is rising across the globe to curb greenhouse gases and support environment protection policies. Automotive sector is increasing the adoption of plastic materials in vehicles to reduce their weight & carbon emission, also increases fuel efficiency. It is considered to be significant replacement of metal parts in the vehicles by plastic components. It is considered to impact the growth opportunities for the masterbatch market in near future. Increased manufacture and productive of plastic compounds and increased usage of packaging goods led to rise in industrialization are the key drivers for the growth of the market. However, there are certain factors that are hindering the growth of the market. Low quality and of products and rising oil prices and stringent environmental regulations for non-biodegradable plastics are estimated to be the major constraints in the growth of the market.

### Regional Insights:

North America is dominating the global masterbatch market followed by Europe and APAC region. Europe is one of the major regions in the masterbatch market and is contributing significantly towards the growth of the market. The growth of the market is

attributed to the increasing demand of bio-plastics and growing demand of contamination free packaging for pharmaceuticals industry. In addition, increasing demand of light weight vehicles, increase in plastic manufacturing and growing popularity of silver based anti-microbial masterbatches are also estimated to be the major factors that are augmenting the growth of the market.

#### Competitive Insights:

The key players in the global masterbatch market include as A. Schulman, Americhem, Ampacet Corporation, Cabot Corporation, Changzhou Hongmei Plastic Masterbatch Co., Dow Corning Corporation, Ferro Corporation, Plastika Kritis, Polyone Corporation and so forth. Partnership, R&D, M&A, product launch are the key strategies adopted global masterbatch market players.

#### Market Segmentation:

The masterbatch market can be segmented majorly into three parts on the basis of type, polymer and application. By Type, the industry is further segmented into colour, additive, white, black and filler. The colour segment is anticipated to lead the global masterbatch market during the next few years or estimate period, mainly the white segment will boot in the market. On the basic of application masterbatch market can be segmented into packaging, building & construction, automotive, consumer goods, textile, agriculture and so forth. Masterbatch is used majorly in the packaging application for goods applied at the industrial, retail and institutional levels. On the basis of polymer masterbatch Market can be segmented into polypropylene (PP), polyethylene (PE), polyvinyl chloride (PVC), polyurethane (PUR), polyethylene terephthalate (PET), polystyrene (PS), polycarbonate (PC) and polyamide (PA). The polypropylene (PP) and polyethylene (PE) segment are anticipated to be the major growing segments due to their greater smoothness, efficiency and dispersion properties to the end-user applications of plastic goods.

#### OMR Report covers:

Comprehensive research methodology of Global Masterbatch Market.

This report also includes detailed and extensive market overview with key analyst insights.

Exhaustive analysis of macro and micro factors influencing the market guided by

key recommendations.

Analysis of regional regulations and other government policies impacting the Global Masterbatch Market.

Insights about market determinants which are stimulating the Global Masterbatch Market.

Detailed and extensive market segments with regional distribution of forecasted revenues.

Extensive profiles and recent developments of market players.

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