

# Calcium Bentonite Market Forecasts to 2032 – Global Analysis By Product Form (Powder, Granules, Pellets, Calcined Bentonite, and Other Product Forms), Grade, Function, Distribution Channel, Application and By Geography

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## Abstracts

According to Statistics MRC, the Global Calcium Bentonite Market is accounted for \$1.90 billion in 2025 and is expected to reach \$2.82 billion by 2032 growing at a CAGR of 5.8% during the forecast period. Calcium Bentonite is naturally formed clay, mainly consisting of montmorillonite, with a significant presence of calcium ions. Created through the alteration of volcanic ash, it possesses strong swelling and adhesive characteristics. With a high capacity to exchange cations, it effectively absorbs water, oils, and harmful substances, which is valuable in sectors like agriculture, cosmetics, pharmaceuticals, and drilling. Its capacity to thicken, stabilize, and purify materials renders it an adaptable and widely used material across various industries.

### Market Dynamics:

Driver:

Growing adoption in oil & gas refining

The increasing use of calcium bentonite in oil and gas refining is significantly boosting market demand. Its effectiveness in removing impurities and enhancing filtration efficiency makes it a preferred choice in refining operations. Technological advancements in refining processes are further amplifying the need for high-performance absorbents like calcium bentonite. Industry collaborations are emerging to optimize bentonite formulations for specific refining applications. The trend is reinforced

by rising global energy consumption and the need for cleaner fuel production. As a result, calcium bentonite is becoming integral to sustainable refining practices across major markets.

Restraint:

Competition from substitute materials

The presence of alternative materials such as synthetic absorbents and other natural clays poses a challenge to calcium bentonite's market penetration. These substitutes often offer comparable performance at lower costs or with enhanced customization. Manufacturers are investing in R&D to improve bentonite's properties, but the competition remains stiff. Regulatory shifts and customer preferences toward newer materials can further limit bentonite adoption. Integration of substitutes into existing industrial workflows is relatively seamless, adding to their appeal. This competitive landscape continues to act as a restraint on calcium bentonite's growth trajectory.

Opportunity:

Rising demand for acid-activated clay

The growing preference for acid-activated calcium bentonite is opening new avenues for market expansion. This variant offers superior adsorption capabilities, making it ideal for applications in refining, cosmetics, and pharmaceuticals. Innovations in activation techniques are improving product consistency and performance. Emerging markets are witnessing increased adoption due to its cost-effectiveness and versatility. Strategic partnerships are forming to scale production and meet rising demand. These developments are creating a robust growth opportunity for calcium bentonite manufacturers globally.

Threat:

Intense competition from sodium bentonite

Sodium bentonite's dominance in several industrial applications presents a significant threat to calcium bentonite's market share. Its superior swelling capacity and widespread availability make it a strong competitor. Industries such as construction and drilling often favor sodium bentonite for its performance advantages. Manufacturers of calcium bentonite are responding with product differentiation and targeted marketing.

However, price competitiveness and entrenched supply chains continue to favor sodium bentonite.

### **Covid-19 Impact:**

The COVID-19 pandemic disrupted supply chains and delayed production schedules for calcium bentonite across multiple regions. However, the crisis also underscored its utility in hygiene products and pharmaceutical formulations. Increased demand for personal care and health-related applications helped partially offset industrial slowdowns. Manufacturers accelerated automation and digital tools to stabilize operations. Post-pandemic recovery is driving renewed interest in bentonite-based solutions for sustainable manufacturing. Overall, the pandemic highlighted both vulnerabilities and strategic importance of calcium bentonite in diverse sectors.

The powder segment is expected to be the largest during the forecast period

The powder segment is expected to account for the largest market share during the forecast period, due to its ease of handling, consistent particle size, and superior adsorption properties make it highly desirable across industries. Applications in cosmetics, pharmaceuticals, and oil refining are particularly driving this preference. Technological improvements in milling and purification are enhancing product quality. Bulk packaging and distribution efficiencies further support its widespread adoption.

The cosmetics & personal care segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the cosmetics & personal care segment is predicted to witness the highest growth rate. Rising consumer awareness of natural and mineral-based skincare products is fueling demand. Calcium bentonite's detoxifying and exfoliating properties make it a popular ingredient in masks, cleansers, and scrubs. Product innovation and marketing around clean beauty trends are accelerating adoption. Manufacturers are expanding their portfolios to include bentonite-based formulations.

### **Region with largest share:**

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rapid industrialization and growing demand for refining and personal care products are key drivers. Countries like China, India, and Japan are investing in bentonite processing and application technologies. Government support for sustainable

materials and local sourcing is boosting regional production. Advancements in purification and activation techniques are enhancing product competitiveness.

### **Region with highest CAGR:**

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, due to strong demand from cosmetics, pharmaceuticals, and environmental applications is driving growth. Technological innovation and regulatory support for natural ingredients are accelerating market expansion. Research institutions and manufacturers are collaborating to develop high-performance bentonite products. Increased focus on sustainable sourcing and product transparency is influencing consumer behavior.

### **Key players in the market**

Some of the key players in Calcium Bentonite Market include Imerys, Bentonite Company LLC, Minerals Technologies Inc., Laviosa Minerals SpA, Tolsa Group, CMS Industries, Ashapura Minechem, Fenghong New Material Co., Ltd., Wyo-Ben, Inc., Taiko Group, Bentonite Performance Minerals LLC, Kunimine Industries Co., Ltd., Black Hills Bentonite LLC, Fullertone Minechem Pvt. Ltd., and Weifang Huawei Bentonite Group Co., Ltd.

### **Key Developments:**

In September 2025, Imerys Graphite and Carbon Switzerland Ltd. (IGC), and Shanghai Shanshan New Material Co., Ltd., announced a strategic partnership to produce high-performance synthetic graphite anode materials in Europe, a critical component for the continent's growing electric vehicle (EV) and energy storage sectors.

In September 2025, Consumers Energy announced it has signed a purchase agreement to sell its 13 hydroelectric dams along five Michigan rivers to Confluence Hydro, an affiliate of Hull Street Energy, LLC. The decision will reduce long-term costs for Consumers Energy customers, ensure the dams will continue to operate safely and provide economic and recreational benefits for nearby communities.

### **Product Forms Covered:**

Powder

Granules

Pellets

Calcined Bentonite

Other Product Forms

Grades Covered:

Industrial Grade

Pharmaceutical Grade

Cosmetic Grade

Food Grade

Functions Covered:

Binder

Adsorbent

Rheology Modifier

Purification Agent

Distribution Channels Covered:

Direct Sales (B2B)

Distributors & Dealers

Online Retail

### Applications Covered:

Oil & Gas Drilling

Paper & Paints

Foundry

Pharmaceuticals

Cat Litter

Cosmetics & Personal Care

Construction & Civil Engineering

Agriculture

Water Treatment

Other Applications

### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

**Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

**Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

**Competitive Benchmarking**

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL CALCIUM BENTONITE MARKET, BY PRODUCT FORM**

- 5.1 Introduction
- 5.2 Powder
- 5.3 Granules
- 5.4 Pellets
- 5.5 Calcined Bentonite
- 5.6 Other Product Forms

## **6 GLOBAL CALCIUM BENTONITE MARKET, BY GRADE**

- 6.1 Introduction
- 6.2 Industrial Grade
- 6.3 Pharmaceutical Grade
- 6.4 Cosmetic Grade
- 6.5 Food Grade

## **7 GLOBAL CALCIUM BENTONITE MARKET, BY FUNCTION**

- 7.1 Introduction
- 7.2 Binder
- 7.3 Adsorbent
- 7.4 Rheology Modifier
- 7.5 Purification Agent

## **8 GLOBAL CALCIUM BENTONITE MARKET, BY DISTRIBUTION CHANNEL**

- 8.1 Introduction
- 8.2 Direct Sales (B2B)
- 8.3 Distributors & Dealers
- 8.4 Online Retail

## **9 GLOBAL CALCIUM BENTONITE MARKET, BY APPLICATION**

- 9.1 Introduction
- 9.2 Oil & Gas Drilling
- 9.3 Paper & Paints
- 9.4 Foundry
- 9.5 Pharmaceuticals
- 9.6 Cat Litter

- 9.7 Cosmetics & Personal Care
- 9.8 Construction & Civil Engineering
- 9.9 Agriculture
- 9.10 Water Treatment
- 9.11 Other Applications

## **10 GLOBAL CALCIUM BENTONITE MARKET, BY GEOGRAPHY**

- 10.1 Introduction
- 10.2 North America
  - 10.2.1 US
  - 10.2.2 Canada
  - 10.2.3 Mexico
- 10.3 Europe
  - 10.3.1 Germany
  - 10.3.2 UK
  - 10.3.3 Italy
  - 10.3.4 France
  - 10.3.5 Spain
  - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
  - 10.4.1 Japan
  - 10.4.2 China
  - 10.4.3 India
  - 10.4.4 Australia
  - 10.4.5 New Zealand
  - 10.4.6 South Korea
  - 10.4.7 Rest of Asia Pacific
- 10.5 South America
  - 10.5.1 Argentina
  - 10.5.2 Brazil
  - 10.5.3 Chile
  - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
  - 10.6.1 Saudi Arabia
  - 10.6.2 UAE
  - 10.6.3 Qatar
  - 10.6.4 South Africa
  - 10.6.5 Rest of Middle East & Africa

## **11 KEY DEVELOPMENTS**

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

## **12 COMPANY PROFILING**

- 12.1 Imerys
- 12.2 Bentonite Company LLC
- 12.3 Minerals Technologies Inc.
- 12.4 Laviosa Minerals SpA
- 12.5 Tolsa Group
- 12.6 CMS Industries
- 12.7 Ashapura Minechem
- 12.8 Fenghong New Material Co., Ltd.
- 12.9 Wyo-Ben, Inc.
- 12.10 Taiko Group
- 12.11 Bentonite Performance Minerals LLC
- 12.12 Kunimine Industries Co., Ltd.
- 12.13 Black Hills Bentonite LLC
- 12.14 Fullertone Minechem Pvt. Ltd.
- 12.15 Weifang Huawei Bentonite Group Co., Ltd.

## List Of Tables

### LIST OF TABLES

- Table 1 Global Calcium Bentonite Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Calcium Bentonite Market Outlook, By Product Form (2024-2032) (\$MN)
- Table 3 Global Calcium Bentonite Market Outlook, By Powder (2024-2032) (\$MN)
- Table 4 Global Calcium Bentonite Market Outlook, By Granules (2024-2032) (\$MN)
- Table 5 Global Calcium Bentonite Market Outlook, By Pellets (2024-2032) (\$MN)
- Table 6 Global Calcium Bentonite Market Outlook, By Calcined Bentonite (2024-2032) (\$MN)
- Table 7 Global Calcium Bentonite Market Outlook, By Other Product Forms (2024-2032) (\$MN)
- Table 8 Global Calcium Bentonite Market Outlook, By Grade (2024-2032) (\$MN)
- Table 9 Global Calcium Bentonite Market Outlook, By Industrial Grade (2024-2032) (\$MN)
- Table 10 Global Calcium Bentonite Market Outlook, By Pharmaceutical Grade (2024-2032) (\$MN)
- Table 11 Global Calcium Bentonite Market Outlook, By Cosmetic Grade (2024-2032) (\$MN)
- Table 12 Global Calcium Bentonite Market Outlook, By Food Grade (2024-2032) (\$MN)
- Table 13 Global Calcium Bentonite Market Outlook, By Function (2024-2032) (\$MN)
- Table 14 Global Calcium Bentonite Market Outlook, By Binder (2024-2032) (\$MN)
- Table 15 Global Calcium Bentonite Market Outlook, By Adsorbent (2024-2032) (\$MN)
- Table 16 Global Calcium Bentonite Market Outlook, By Rheology Modifier (2024-2032) (\$MN)
- Table 17 Global Calcium Bentonite Market Outlook, By Purification Agent (2024-2032) (\$MN)
- Table 18 Global Calcium Bentonite Market Outlook, By Distribution Channel (2024-2032) (\$MN)
- Table 19 Global Calcium Bentonite Market Outlook, By Direct Sales (B2B) (2024-2032) (\$MN)
- Table 20 Global Calcium Bentonite Market Outlook, By Distributors & Dealers (2024-2032) (\$MN)
- Table 21 Global Calcium Bentonite Market Outlook, By Online Retail (2024-2032) (\$MN)
- Table 22 Global Calcium Bentonite Market Outlook, By Application (2024-2032) (\$MN)
- Table 23 Global Calcium Bentonite Market Outlook, By Oil & Gas Drilling (2024-2032) (\$MN)

Table 24 Global Calcium Bentonite Market Outlook, By Paper & Paints (2024-2032) (\$MN)

Table 25 Global Calcium Bentonite Market Outlook, By Foundry (2024-2032) (\$MN)

Table 26 Global Calcium Bentonite Market Outlook, By Pharmaceuticals (2024-2032) (\$MN)

Table 27 Global Calcium Bentonite Market Outlook, By Cat Litter (2024-2032) (\$MN)

Table 28 Global Calcium Bentonite Market Outlook, By Cosmetics & Personal Care (2024-2032) (\$MN)

Table 29 Global Calcium Bentonite Market Outlook, By Construction & Civil Engineering (2024-2032) (\$MN)

Table 30 Global Calcium Bentonite Market Outlook, By Agriculture (2024-2032) (\$MN)

Table 31 Global Calcium Bentonite Market Outlook, By Water Treatment (2024-2032) (\$MN)

Table 32 Global Calcium Bentonite Market Outlook, By Other Applications (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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