

Colour Concentrates Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Form (Solid Colour Concentrates and Liquid Colour Concentrates), By Resin Type (HDPE, LDPE, LLDPE, EVA, Polypropylene, Polystyrene Others), By End-Use Industry (Flexible Packaging, Rigid Packaging, Building & Construction, Consumer Goods, Lamination, Geotextile, Automotive and Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Colour Concentrates Market is projected to expand from USD 7.98 Billion in 2025 to USD 11.85 Billion by 2031, registering a CAGR of 6.81 percent. Technically known as masterbatches, colour concentrates are precise formulations comprising high concentrations of pigments or additives dispersed within a compatible carrier resin, used to colour raw polymers during manufacturing. The market is fundamentally anchored by the intensifying need for brand differentiation within the consumer packaging sector, alongside substantial demand for aesthetically consistent and durable materials in the automotive and construction industries. These sectors increasingly depend on concentrates to attain specific functional properties and visual appeal without compromising material performance.

According to the European Masterbatchers and Compounders (EuMBC), a 2025 survey of industry stakeholders forecasted a growth range of 0 to 5 percent for the masterbatch sector over the subsequent year. Despite this positive outlook, market expansion faces a significant impediment due to stringent environmental regulations regarding the recyclability of colored plastics. A specific challenge involves the technical difficulties

near-infrared sorting systems encounter with conventional carbon black pigments, compelling manufacturers to undertake costly reformulations to ensure compliance.

Market Driver

The escalating demand within the flexible and rigid packaging sectors serves as a primary catalyst for the colour concentrates market, fueled by the booming e-commerce landscape and the necessity for visual brand differentiation. As consumer goods manufacturers strive to enhance shelf appeal and ensure product protection, the consumption of masterbatches for films, bottles, and containers has surged. This trend is specifically quantified by the robust performance of the packaging sector; according to the Flexible Packaging Association's August 2024 'State of the U.S. Flexible Packaging Industry Report', the U.S. flexible packaging industry generated an estimated \$42.9 billion in annual sales for 2023. Such significant market value underscores the critical role of colour formulations in converting raw polymers into attractive, marketable consumer goods that meet evolving logistical and aesthetic requirements.

Simultaneously, the industry is being reshaped by the accelerated adoption of sustainable and bio-based formulations, compelling manufacturers to develop advanced concentrates compatible with recycled materials. This shift is largely driven by circular economy goals which necessitate the integration of post-consumer resin (PCR) into new products, often requiring specialized colorants to correct the yellowing or aesthetic inconsistencies inherent in recycled feedstocks. For instance, according to the National Association for PET Container Resources in the '2023 PET Recycling Report' released in December 2024, the average post-consumer recycled PET content in U.S. bottles reached an all-time high of 16.2 percent in 2023. The scale of the substrate material requiring such sustainable coloration remains vast; according to Plastics Europe, in 2024, total European plastics production stabilized at 54 million tonnes in 2023, highlighting the substantial volume of polymer output that now demands increasingly complex and eco-friendly colour solutions.

Market Challenge

The stringent regulatory landscape focusing on the recyclability of colored plastics, particularly the technical incompatibility of carbon black pigments with sorting infrastructure, stands as a formidable barrier to the growth of the Global Colour Concentrates Market. Standard carbon black absorbs near-infrared (NIR) radiation, making it undetectable to the optical sorting systems essential for modern recycling.

Consequently, manufacturers are forced to reformulate products using NIR-detectable pigments, which are significantly costlier and technically demanding to integrate. This compulsory shift diverts capital away from capacity expansion and innovation, creating a bottleneck in production efficiency while compressing profit margins across the value chain.

The economic impact of these compliance-driven pressures is evident in recent industrial performance metrics, reflecting a broader slowdown that directly affects upstream suppliers. According to Plastics Europe, in 2024, the turnover for the European plastics industry declined to ?398 billion, representing a sharp contraction attributed to rising manufacturing costs and regulatory constraints. This downturn illustrates how the financial strain of meeting strict circular economy standards is directly hampering market development and reducing the overall competitiveness of the sector.

Market Trends

The proliferation of special effect and sensory pigments is emerging as a dominant trend, driven by the need for high-value product differentiation in the automotive and consumer electronics sectors. Unlike standard colorations used in packaging, these advanced formulations utilize pearlescent, metallic, and thermochromic additives to create dynamic visual textures that enhance brand perception and perceived product quality. This shift toward complex aesthetic solutions is quantified by consumer preferences in the automotive space, where sophisticated metallic finishes are increasingly favored over solid colors. According to BASF, January 2025, in the 'BASF Color Report 2024', gray tones, which are predominantly characterized by fine metallic effects that provide strong surface dynamism, captured nearly 20 percent of the total automotive color market, reflecting the growing industrial reliance on effect-based pigments.

Simultaneously, the integration of digital color matching technologies is reshaping the manufacturing landscape by streamlining the formulation process and reducing dependency on physical sampling. This trend is characterized by the adoption of cloud-based software and AI-driven spectrophotometry, which allow producers to achieve precise color consistency and drastically cut lead times across global supply chains. The industry's commitment to this digital transformation is evident in the substantial capital allocation by major specialty chemical groups toward modernizing their technological infrastructure. According to Altana AG, March 2025, in the 'Corporate Report 2024', the company increased its investment in sites, digitalization, and sustainability by 30 percent to 180 million euros, underscoring the strategic priority

placed on implementing advanced digital tools to optimize production efficiency.

Key Market Players

Ampacet Corporation

Ferro Corporation

Colortech Inc.

Chroma Color Corporation

Penn Color, Inc.

Plasticconcentrates, Inc.

Plastiblends India Limited

Alok Masterbatches Limited

Tosaf Group

Global Colors Group

Report Scope

In this report, the Global Colour Concentrates Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Colour Concentrates Market, By Form

Solid Colour Concentrates and Liquid Colour Concentrates

Colour Concentrates Market, By Resin Type

HDPE

LDPE

LLDPE

EVA

Polypropylene

Polystyrene Others

Colour Concentrates Market, By End-Use Industry

Flexible Packaging

Rigid Packaging

Building & Construction

Consumer Goods

Lamination

Geotextile

Automotive and Others

Colour Concentrates Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Colour Concentrates Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Form...

Company Profiles: Detailed analysis of the major companies present in the Global Colour Concentrates Market.

Available Customizations:

Global Colour Concentrates Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL COLOUR CONCENTRATES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Form (Solid Colour Concentrates and Liquid Colour Concentrates)
 - 5.2.2. By Resin Type (HDPE, LDPE, LLDPE, EVA, Polypropylene, Polystyrene Others)
 - 5.2.3. By End-Use Industry (Flexible Packaging, Rigid Packaging, Building & Construction, Consumer Goods, Lamination, Geotextile, Automotive and Others)

- 5.2.4. By Region
- 5.2.5. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA COLOUR CONCENTRATES MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Form
 - 6.2.2. By Resin Type
 - 6.2.3. By End-Use Industry
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Colour Concentrates Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Form
 - 6.3.1.2.2. By Resin Type
 - 6.3.1.2.3. By End-Use Industry
 - 6.3.2. Canada Colour Concentrates Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Form
 - 6.3.2.2.2. By Resin Type
 - 6.3.2.2.3. By End-Use Industry
 - 6.3.3. Mexico Colour Concentrates Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Form
 - 6.3.3.2.2. By Resin Type
 - 6.3.3.2.3. By End-Use Industry

7. EUROPE COLOUR CONCENTRATES MARKET OUTLOOK

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Form
 - 7.2.2. By Resin Type
 - 7.2.3. By End-Use Industry
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Colour Concentrates Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Form
 - 7.3.1.2.2. By Resin Type
 - 7.3.1.2.3. By End-Use Industry
 - 7.3.2. France Colour Concentrates Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Form
 - 7.3.2.2.2. By Resin Type
 - 7.3.2.2.3. By End-Use Industry
 - 7.3.3. United Kingdom Colour Concentrates Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Form
 - 7.3.3.2.2. By Resin Type
 - 7.3.3.2.3. By End-Use Industry
 - 7.3.4. Italy Colour Concentrates Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Form
 - 7.3.4.2.2. By Resin Type
 - 7.3.4.2.3. By End-Use Industry
 - 7.3.5. Spain Colour Concentrates Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Form
- 7.3.5.2.2. By Resin Type
- 7.3.5.2.3. By End-Use Industry

8. ASIA PACIFIC COLOUR CONCENTRATES MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Form
 - 8.2.2. By Resin Type
 - 8.2.3. By End-Use Industry
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Colour Concentrates Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Form
 - 8.3.1.2.2. By Resin Type
 - 8.3.1.2.3. By End-Use Industry
 - 8.3.2. India Colour Concentrates Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Form
 - 8.3.2.2.2. By Resin Type
 - 8.3.2.2.3. By End-Use Industry
 - 8.3.3. Japan Colour Concentrates Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Form
 - 8.3.3.2.2. By Resin Type
 - 8.3.3.2.3. By End-Use Industry
 - 8.3.4. South Korea Colour Concentrates Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Form
- 8.3.4.2.2. By Resin Type
- 8.3.4.2.3. By End-Use Industry
- 8.3.5. Australia Colour Concentrates Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Form
 - 8.3.5.2.2. By Resin Type
 - 8.3.5.2.3. By End-Use Industry

9. MIDDLE EAST & AFRICA COLOUR CONCENTRATES MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Form
 - 9.2.2. By Resin Type
 - 9.2.3. By End-Use Industry
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Colour Concentrates Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Form
 - 9.3.1.2.2. By Resin Type
 - 9.3.1.2.3. By End-Use Industry
 - 9.3.2. UAE Colour Concentrates Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Form
 - 9.3.2.2.2. By Resin Type
 - 9.3.2.2.3. By End-Use Industry
 - 9.3.3. South Africa Colour Concentrates Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast

- 9.3.3.2.1. By Form
- 9.3.3.2.2. By Resin Type
- 9.3.3.2.3. By End-Use Industry

10. SOUTH AMERICA COLOUR CONCENTRATES MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Form
 - 10.2.2. By Resin Type
 - 10.2.3. By End-Use Industry
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Colour Concentrates Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Form
 - 10.3.1.2.2. By Resin Type
 - 10.3.1.2.3. By End-Use Industry
 - 10.3.2. Colombia Colour Concentrates Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Form
 - 10.3.2.2.2. By Resin Type
 - 10.3.2.2.3. By End-Use Industry
 - 10.3.3. Argentina Colour Concentrates Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Form
 - 10.3.3.2.2. By Resin Type
 - 10.3.3.2.3. By End-Use Industry

11. MARKET DYNAMICS

- 11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. GLOBAL COLOUR CONCENTRATES MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Ampacet Corporation

15.1.1. Business Overview

15.1.2. Products & Services

15.1.3. Recent Developments

15.1.4. Key Personnel

15.1.5. SWOT Analysis

15.2. Ferro Corporation

15.3. Colortech Inc.

15.4. Chroma Color Corporation

15.5. Penn Color, Inc.

15.6. Plasticconcentrates, Inc.

15.7. Plastiblends India Limited

15.8. Alok Masterbatches Limited

15.9. Tosaf Group

15.10. Global Colors Group

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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