

# **Ultramarine Blue Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Cobalt Blue Hue, Ultramarine Blue and French Ultramarine Blue), By Application (Plastics, Coatings, Cosmetics, Construction and Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Ultramarine Blue Market is projected to expand from USD 246.39 Million in 2025 to USD 306.05 Million by 2031, growing at a CAGR of 3.68%. Ultramarine Blue, chemically identified as sodium aluminum sulfosilicate, is a synthetic inorganic pigment celebrated for its vivid violet-blue color, superior heat stability, and non-toxic nature. The market's growth is largely fueled by strong demand within the plastics and packaging sectors, where the pigment is essential for neutralizing yellowness in polymers, alongside its widespread use as a whitening agent in laundry applications. Additionally, its ability to withstand high temperatures makes it a critical component in the coatings and automotive industries, further driving expansion. The intense industrial activity in these key areas is highlighted by data from the China Coatings Industry Association, which noted that the total output of the coatings industry reached 35.34 million tons in 2024.

Despite these positive factors, the market encounters significant obstacles related to the availability of affordable substitutes. The rise of high-performance organic blue pigments and phthalocyanine alternatives, which boast better acid resistance and tinting strength, presents a competitive challenge to growth. Furthermore, manufacturers face pressure from volatile raw material prices and strict environmental regulations regarding mining and production, which squeeze profit margins and may restrict wider adoption in regions sensitive to price fluctuations.

## Market Driver

The primary engine for growth in the Global Ultramarine Blue Market is the escalating demand within the plastics and polymer sectors. The pigment is widely applied to neutralize the natural yellowing of white polymers, especially in polyvinyl chloride (PVC) and polyolefins, while offering an economical way to produce bright, neutral white hues in packaging materials. This demand is intensified by the industry's transition toward circular economy models, as recycled plastics typically require higher pigment concentrations to hide discoloration and ensure aesthetic consistency. The magnitude of this market is evidenced by Plastics Europe's March 2024 report, "Circular Economy for Plastics ? A European Analysis 2024," which indicates that European plastic production alone totaled 58.8 million tonnes in 2022, creating a persistent need for effective whitening agents to satisfy consumer standards for high-quality packaging.

Furthermore, the cosmetics and personal care industry significantly contributes to market expansion, leveraging the pigment's non-toxic and non-irritating properties that meet rigorous safety standards for facial and eye products. Unlike many organic substitutes, Ultramarine Blue is permitted for unrestricted use in sensitive goods like soaps, toiletries, and eyeshadows, making it a staple for brands focused on formulation safety and clean beauty. This sector's financial vitality is illustrated by L'Oreal's February 2024 "2023 Annual Results," which reported annual sales of 41.18 billion euros, signaling robust spending on beauty products utilizing safe colorants. Similarly, the industrial coatings sector remains strong; BASF reported in February 2024 that its Coatings division sales increased to 4.39 billion euros in 2023, reflecting ongoing demand for durable pigments in surface finishing and automotive applications.

## Market Challenge

A major impediment to the Global Ultramarine Blue Market is the accessibility of cost-efficient substitutes. Manufacturers are increasingly opting for high-performance organic blue pigments and phthalocyanine alternatives, which provide greater acid resistance and tinting strength than traditional Ultramarine Blue. In industries like coatings and plastics, where chemical stability and durability are paramount, these organic options offer superior performance metrics that Ultramarine Blue frequently fails to equal. As a result, this technical gap forces end-users to alter their procurement strategies, directly diminishing Ultramarine Blue's market share in applications requiring high specifications.

This challenge is intensified by the financial shift within key end-use sectors, which are prioritizing high-value materials to enhance product quality. Highlighting this industrial trend, the China Coatings Industry Association reported that the total profits of the coatings industry hit 26.29 billion yuan in 2024. This rising profitability suggests that the sector has the capacity to invest in premium, high-performance organic alternatives, effectively pushing Ultramarine Blue to the sidelines and restricting its wider adoption in these profitable market segments.

## **Market Trends**

The commercialization of acid-resistant encapsulated grades creates a solution for the pigment's traditional susceptibility to acidic conditions, greatly expanding its range of applications. Producers are launching silica-encapsulated versions that thwart the color fading and sulfur degradation typically induced by catalytic residues in polymer processing or acid rain. This technological breakthrough is essential for extending the pigment's use in automotive exterior coatings, where enduring chemical stability is required. The significance of this innovation is reinforced by strong automotive manufacturing figures; the European Automobile Manufacturers' Association (ACEA) noted in its March 2025 "Economic and Market Report" that global car production reached 75.5 million units in 2024, generating a vast market for weather-resistant, high-performance coating solutions.

Concurrently, the adoption of clean label and natural cosmetic formulations is boosting market value as brands reformulate to meet consumer desires for nature-derived, toxin-free ingredients. In contrast to synthetic organic dyes, Ultramarine Blue is chemically identical to the mineral lazurite, enabling it to qualify for rigorous natural certifications like Ecocert and COSMOS. This status as a "nature-identical" ingredient acts as a primary differentiator in the competitive beauty industry, satisfying ethical sourcing requirements beyond standard safety compliance. This shift in consumer preference is validated by NSF's March 2025 "2024 Personal Care Consumer Survey," which found that 74% of consumers view organic ingredients as crucial when buying personal care items, driving the industry toward safe, mineral-based pigments.

## **Key Market Players**

Shanghai Baiyan Industrial Co., Ltd.

Focus Pigment Company Ltd.

Tianjin Huge Roc Enterprises Co., Ltd.

Kama Pigments Inc.

Lapis Lazuli Pigments Co., Ltd.

Yipin Pigment Co., Ltd.

Wenzhou Meiernuo Chemical Co., Ltd.

Ashoka Pigments Pvt. Ltd.

Spring Green Corporation

## **Report Scope**

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

Ultramarine Blue Market, By Product

Cobalt Blue Hue

Ultramarine Blue and French Ultramarine Blue

Ultramarine Blue Market, By Application

Plastics

Coatings

Cosmetics

Construction and Others

Ultramarine Blue 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**

Company Profiles: Detailed analysis of the major companies present in the Global Ultramarine Blue Market.

### **Available Customizations:**

Global Ultramarine Blue 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).

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