

Global Masterbatch Market Analysis: Plant Capacity, Location, Production, Type, Operating Efficiency, Demand & Supply, End Use, Sales Channel, Regional Demand, Company Share, Manufacturing Process, Industry Market Size, 2015-2032

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Abstracts

The Global Masterbatch demand stood at 5.8 Million Tonnes in 2022 and is forecast to reach 8.66 Million Tonnes by 2032, growing at a healthy CAGR of 4.10% until 2032.

A masterbatch is an additive that enhances the aesthetics of polymers along with improvising their mechanical properties. Masterbatch is bifurcated into four different types depending upon the aesthetics and properties required in the downstream products. Since a large share of masterbatch is consumed mainly in polymer production, there is a consistent increment in masterbatch demand from the automotive and construction industry. As players are continuously replacing the traditional metal structures with polymer materials due to their superior properties, significant growth in the masterbatch market can be expected in the coming years.

Availability of cheap and low-quality materials to produce plastic at reduced costs can act as a major restraint for the growth of the masterbatch market. Besides, a ban on single-use plastics due to pollution concerns can impact the steady growth of masterbatch in the coming years.

The demand for masterbatch has increased ever since the outbreak of COVID-19, following the unprecedented rise in demand for polymers for plastic packaging amidst the fears of contagion amongst the people. Although the masterbatch consumption was negatively affected in the construction and automotive industry due to the drastic fall observed in the end-user sectors in the first half of 2020. However, in the latter half of

2020, the demand for Masterbatch was bounced back at a substantial pace following the resumption in the industrial operations and construction activities after the relaxation in lockdown coupled with the efforts of various governments to revive their respective sputtering economies.

Asia Pacific region dominates the consumption share of masterbatch globally and is expected to continue being the largest consumer in the forecast period following the rapid industrialization and shift in European manufacturing houses to Asia due to comparatively less production costs. Furthermore, North America is likely to observe a substantial increase in the demand for Masterbatch, backed by the enhanced stress on the development of eco-friendly polymers and masterbatches in compliance with government norms.

Increasing demand for biodegradable masterbatches in the food-grade packaging industry is paving way for the entry of new players in the domestic market. On 1 July 2020, PolyOne Corporation announced the acquisition of the masterbatch businesses of Clarinet Chemicals India Limited and Clariant Corporation. Post the acquisition of the two renowned enterprises, PolyOne Corporation also announced that it will now be referred to as Avient Corporation.

Some of the leading manufacturers operating in the global masterbatch market include Avient (PolyOne) Corporation, Basell Polyolefins, Cabot Corporation, Plastiblends India Pvt Ltd, Ampacet Speciality Product Pvt. Ltd, M S Polymer-Technik Elbe GmbH, Tosaf Group, Ingenia Polymers Corporation, Changzhou Hongmei Plastic Masterbatch Co., Ltd., Hubron International, and others.

Years Considered for this Report:

Historical Years: 2015 – 2021

Base Year: 2022

Estimated Year: 2023

Forecast Period: 2024 – 2032

This report will be delivered on an online digital platform with one-year subscription and quarterly update.

Objective of the Study:

- The primary objective of the study was to evaluate and forecast Masterbatch capacity, production, demand, inventory, and demand–supply gap globally.
- To categorize Masterbatch demand based on type, end use and region.
- To identify major companies operating in the global Masterbatch market.
- To identify major, deals and expansion plans in the global Masterbatch market.

To extract data for the global masterbatch market, primary research surveys were conducted with Masterbatch manufacturers, suppliers, distributors, wholesalers and end users. While interviewing, the respondents were also inquired about their competitors. Through this technique, ChemAnalyst was able to include manufacturers that could not be identified due to the limitations of secondary research. Moreover, ChemAnalyst analyzed various end user segments and projected a positive outlook for Global Masterbatch market over the coming years.

ChemAnalyst calculated Masterbatch demand globally by analyzing the historical data and demand forecast which was carried out considering imported styrene prices, a monomer used for production of Masterbatch. ChemAnalyst sourced these values from industry experts and company representatives and externally validated them by analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as company websites, association reports, annual reports, etc., were also studied by ChemAnalyst.

Key Target Audience

- Masterbatch manufacturers and other stakeholders
- Organizations, forums and alliances related to Masterbatch distribution
- Government bodies such as regulating authorities and policy makers
- Market research organizations and consulting companies

The study is useful in providing answers to several critical questions that are important

for industry stakeholders, such as Masterbatch manufacturers, distributors and policymakers. The report also provides useful insights about which market segments should be targeted over the coming years to strategize investments and capitalize on growth opportunities.

Report Scope:

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

Attribute

Details

Market size volume in 2022

5.80 million Tonnes

Market size volume in 2032

8.66 million Tonnes

Growth Rate

CAGR of 4.10% from 2023 to 2032

Base year for estimation

2023

Historic Data

2015-2022

Forecast period

2024–2032

Quantitative units

Global Masterbatch Market Analysis: Plant Capacity, Location, Production, Type, Operating Efficiency, Demand &...

Demand in thousand tons and CAGR from 2023 to 2032

Report coverage

Segments covered

1.Type: (Black, White, Color and Additive)

2.End-Use: (Packaging, Automotive, Consumer Goods, Construction and Others)

3.Distribution Channel:(Direct Sales & Indirect Sales)

Regional scope

North America; Europe; Asia Pacific; South America; Middle East & Africa

Key companies

Avient (PolyOne) Corporation, Basell Polyolefins, Cabot Corporation, Plastiblends India Pvt Ltd, Ampacet Speciality Product Pvt. Ltd, M S Polymer-Technik Elbe GmbH, Tosaf Group, Ingenia Polymers Corporation, Changzhou Hongmei Plastic Masterbatch Co., Ltd., Hubron International, and others.

Available Customizations:

With the given market data, ChemAnalyst offers customizations according to a company's specific needs.

Contents

1. INDUSTRY MARKET SIZE

It is an essential metric for market analysis, as it provides insights into the overall size and growth potential of Masterbatch market in terms of value and volume.

2. CAPACITY BY COMPANY

On our online platform, you can stay up to date with essential manufacturers and their current and future operation capacity on a practically real-time basis for Masterbatch.

3. CAPACITY BY LOCATION

To better understand the regional supply of Masterbatch by analyzing its manufacturers' location-based capacity.

4. PLANT OPERATING EFFICIENCY [QUARTERLY UPDATE]

To determine what percentage manufacturers are operating their plants or how much capacity is being currently used.

5. PRODUCTION BY COMPANY [QUARTERLY UPDATE]

Study the historical annual production of Masterbatch by the leading players and forecast how it will grow in the coming years.

6. DEMAND BY END- USE [QUARTERLY UPDATE]

Discover which end-user industry (Packaging, Automotive, Consumer Goods, Construction and others) are creating a market and the forecast for the growth of the Masterbatch market.

7. DEMAND BY TYPE

Learn about the various types of Masterbatch- Black, White, Colour and Additive and their respective demands. It will allow you to choose which type to concentrate on when designing your strategy.

8. DEMAND BY REGION

Analyzing the change in demand of Masterbatch in different regions, i.e., North America, Europe, Asia Pacific, Middle East and Africa, and South America, that can direct you in mapping the regional demand.

9. DEMAND BY SALES CHANNEL (DIRECT AND INDIRECT)

Multiple channels are used to sell Masterbatch. Our sales channel will help in analyzing whether distributors and dealers or direct sales make up most of the industry's sales.

10. DEMAND-SUPPLY GAP

Determine the supply-demand gap to gain information about the trade surplus or deficiency of Masterbatch.

11. COMPANY SHARE

Figure out what proportion of the market share of Masterbatch is currently held by leading players across the globe.

12. MANUFACTURING PROCESS

Discover insights into the intricate manufacturing process of Masterbatch.

14. PRICING ANALYSIS & FORECAST

Analyze historical prices since 2015 & Forecast on three months rolling period for next 12 months.

Years considered for this report:

Historical Period: 2015- 2022

Base Year: 2022

Estimated Year: 2023

Forecast Period: 2024-2032

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