

Global Masterbatch Market Analysis: Plant Capacity, Production, Operating Efficiency, Technology, Demand & Supply, Product Type, End Use, Region, Competition, Trade, Customer & Price Intelligence Market Analysis, 2015-2030

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Abstracts

Global Masterbatch demand stood at 5.63 Million Tonnes in 2020 and is forecast to reach 9.06 Million Tonnes by 2030, growing at a healthy CAGR of 5.29% until 2030. 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. 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 Q2 of 2020, the demand is expected to bounce back at a substantial pace following the efforts of various governments to revive their respective sputtering economies.

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. 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.

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 demand, backed by the enhanced stress on the development of eco-friendly polymers and masterbatches in compliance with government norms.

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.

Years Considered for this Report:

Historical Years: 2015 – 2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022 – 2030

This report will be delivered on an online digital platform with a 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 customers of Masterbatch globally.

To evaluate and forecast Masterbatch pricing globally.

To identify and profile major companies operating in the global Masterbatch market.

To identify major news, deals, and expansion plans in the global Masterbatch market.

Some of the major players operating in the global masterbatch market 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, Jiangsu Zhentai Chemical Co Ltd, SI Group and others.

Since Masterbatch is largely consumed during Polymer production its prices are directly linked to the fluctuations in global Polymer demand. Masterbatch prices remained stable to firm in the first half of the year influenced by an unprecedented rise in the consumption of Polymers across the packaging and healthcare industry.

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 the 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 the 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 policymakers

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:

Market, by Product Type Black, White, Color, and Additive

Market, by End-Use Packaging, Automotive, Consumer Goods, Construction and Others

Market, by Distribution Channel Direct/Institutional Sales, Indirect Sales

Market, by Region North America, APAC, Europe, MEA, South America

Market, by Region

North America United States, Mexico, Canada

APAC China, India, Japan, South Korea, Taiwan

Europe Germany, France, United Kingdom, Spain, Italy, Belgium, Netherlands, Denmark, Poland

South America Brazil

MEA Saudi Arabia, South Africa

Available Customizations:

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

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