

# **Ink Additives Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Type (Rheology Modifiers, Slip/Rub Materials, Defoamers, Dispersants and Others), By Technology (Water-Based, Solvent-Based, Others), By Application (Packaging, Publishing and Commercial Printing), By Region and Competition**

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## **Abstracts**

Global Ink Additives Market has valued at USD1.78 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.33% through 2028. Ink Additives, in the form of surfactants, play a crucial role in enhancing the printability of ink. These additives are formulated using solvent-borne technologies, which effectively reduce the surface tension of the ink. By doing so, they not only improve the ink's capacity to adapt but also enhance press performance. Additionally, ink additives include agents that enhance ink viscosity and driers that facilitate quick drying. These additives find wide application in printing and publishing, packaging industries, and various other sectors.

The market for ink additives is witnessing significant growth due to the escalating demand from the e-commerce industry, which drives the need for corrugated boxes. Moreover, the growing consumer demand for flexible packaging and the emergence of a wide range of additives are contributing factors propelling market growth. Furthermore, the increased usage of recyclable products has positive implications for the market. The reusability of containers made from flexible packaging not only promotes sustainability but also minimizes waste. Ink used in flexible packaging plays a crucial role in enhancing the visual appeal of the package, maintaining image quality throughout various stages of manufacturing, packaging, transportation, and product

usage. Ink additives, such as dispersing agents, aid in formulating inks to achieve desired color combinations.

However, there are several restraints and challenges that hinder market growth. Concerns related to the presence of toxic substances in additives, government regulatory standards, and the shift from printing to digital media are expected to restrain market growth. Fluctuating environmental regulations also impact the additives market, particularly stringent regulations that significantly affect end-use industries. Manufacturers in North America and Europe are striving to reduce volatile organic compound (VOC) emissions by utilizing materials that have a low environmental footprint. This shift toward low-cost and sustainable additives has had a negative impact on the demand for conventional additives.

As a result of these factors, the ink additives market continues to evolve, driven by technological advancements and the demand for high-quality printing and packaging solutions.

## Key Market Drivers

### Growing Demand of Ink Additives in Packaging Industry

Ink additives play a pivotal role in the packaging industry by enhancing the performance of printing inks. These additives not only ensure high-quality and vibrant prints but also contribute to the overall visual appeal and durability of product packaging. By improving printability, rub resistance, gloss, and drying properties, ink additives are essential for creating visually appealing and long-lasting packages that stand out in today's competitive market.

In today's highly competitive market, product packaging plays a significant role in attracting consumers. It is not just about protecting the product inside; it has become a powerful tool for promoting the brand, conveying information, and influencing buying decisions. As such, the demand for high-quality printing inks, made possible by ink additives, has surged in recent years.

Moreover, the rise of e-commerce has further fueled the demand for ink additives in the packaging industry. With online shopping becoming the norm, the need for packaging materials has skyrocketed. As a result, there is an increased demand for printing inks and their additives to meet the growing packaging requirements of various products.

Another factor driving the ink additives market is the growing emphasis on sustainability. There is a rising demand for environmentally friendly ink additives that can produce inks suitable for recyclable packaging materials. This trend towards sustainable and green solutions is pushing manufacturers to innovate and develop new products, further propelling the market growth of ink additives.

With no signs of slowing down, the packaging industry continues to drive the global ink additives market. The future of the market looks promising, given the ongoing technological advancements, increasing e-commerce activities, and the growing emphasis on sustainability. As the industry continues to evolve, ink additives will remain an essential component in delivering high-quality and sustainable packaging solutions.

In conclusion, the growing demand for ink additives in the packaging industry is a significant driver of the global ink additives market. As the industry continues to evolve, ink additives will remain an essential component in delivering high-quality, visually appealing, and sustainable packaging solutions. The continuous advancements in technology, the exponential growth of e-commerce, and the increasing focus on sustainability ensure a promising future for the ink additives market.

### Growing Demand of Ink Additives in Printing Industry

The global ink additives market is experiencing significant growth, largely driven by the expanding printing industry. These essential components of printing inks are seeing increased demand due to their role in enhancing print quality and performance.

Ink additives play a critical role in the printing industry. They are used to improve the performance of printing inks, offering enhancements such as better printability, improved rub resistance, increased gloss, and faster drying times.

Whether it's for newspapers, magazines, books, or commercial printing, the demand for high-quality printing is always there. And this is where ink additives come into play. They ensure that the printed materials are not only visually appealing but also durable and resistant to various elements.

While digitalization has led to a decrease in traditional printing, it has also opened up new avenues for the printing industry. The demand for high-quality printing inks, bolstered by ink additives, remains strong in areas such as packaging, labels, and large format printing.

Digital printing technology also requires specific ink additives to ensure optimal print quality. For instance, UV inks used in digital printing require photo initiators, an important type of ink additive.

Sustainability is another factor driving the ink additives market. As the world moves towards more environmentally friendly practices, the printing industry is no exception. There is a growing demand for sustainable ink additives that can produce eco-friendly inks.

In addition, continuous innovation in the field of ink additives is propelling the market forward. Manufacturers are constantly developing new formulations to improve the performance of printing inks and meet the changing demands of the industry.

The future of the ink additives market looks promising, with the printing industry continuing to drive demand. As the industry evolves and adapts to new technologies and trends, the importance of ink additives in achieving high-quality prints will only increase.

In conclusion, the growing demand for ink additives in the printing industry is a key driver of the global ink additives market. As the industry continues to innovate and focus on sustainability, this trend is expected to continue, fueling further growth in the market. With advancements in technology and increasing awareness of environmental concerns, the demand for ink additives is set to rise, creating new opportunities for manufacturers and suppliers in the market.

## Key Market Challenges

### Volatility in Prices of Raw Materials

The printing ink industry heavily relies on a wide range of raw materials to produce high-quality ink additives. These additives play a crucial role in enhancing various properties of the ink, such as printability, rub resistance, gloss, and drying speed. However, the industry faces a significant challenge due to the unpredictable price fluctuations of these raw materials.

The cost of production is greatly affected by these price fluctuations, making it difficult for manufacturers to maintain consistent pricing and profit margins. The recent surge in transport and raw material costs has further exacerbated the situation. This not only adds to the financial burden for manufacturers but also leads to an increase in market

prices due to shortages of raw materials.

The impact of volatile raw material prices is not limited to manufacturers alone. It is felt across the entire supply chain, from distributors to retailers. Manufacturers may be forced to pass on the increased costs to their customers, resulting in higher-priced end products. This, in turn, could potentially lead to reduced demand if consumers are not willing or able to absorb these additional costs.

Another challenge compounding the issue of volatile raw material prices is the costly regulatory registrations required for these materials. While these regulations are necessary to ensure safety and quality standards, they add an extra financial burden on manufacturers. Compliance with these regulations can further strain the already tight profit margins in the industry.

In conclusion, the printing ink industry faces multiple challenges due to volatile raw material prices. The unpredictable fluctuations in prices, along with the surge in transport and raw material costs, create a complex environment for manufacturers. The additional burden of costly regulatory registrations further adds to the financial pressures. Finding sustainable solutions to mitigate these challenges is essential for the long-term success and stability of the printing ink industry.

## Key Market Trends

### Growing Demand for Water-Based Inks

One of the key factors fueling the demand for water-based inks is the growing emphasis on environmental sustainability. As the world becomes increasingly aware of the detrimental effects of traditional solvent-based inks, there is a shift towards more eco-friendly alternatives. Water-based inks offer a solution by producing less hazardous waste and volatile organic compounds (VOCs), making them a more environmentally friendly choice.

This shift towards eco-friendly products aligns with the broader global trend towards sustainability. Consumers and businesses alike are becoming more conscious of their environmental impact and are actively seeking sustainable options. As a result, the demand for sustainable products, such as water-based inks, is poised to increase further.

The rising demand for water-based inks not only has implications for the environment

but also directly impacts the global ink additives market. Ink additives play a crucial role in enhancing the performance and printability of water-based inks. These additives improve various properties such as drying time, color vibrancy, and adhesion, ensuring high-quality and reliable printing results.

Looking ahead, the growing demand for water-based inks is expected to continue shaping the global ink additives market. As more sectors, including packaging, textiles, and publishing, embrace these eco-friendly inks, manufacturers and suppliers in the ink additives market will need to adapt and innovate to meet this rising demand. This presents opportunities for the development of new and improved ink additive formulations that cater specifically to water-based inks.

In conclusion, the growing demand for water-based inks represents a significant and long-lasting trend in the global ink additives market. As environmental sustainability continues to be a key focus, this trend is set to drive market growth in the coming years. Manufacturers, suppliers, and industry stakeholders need to recognize and capitalize on this opportunity, aligning their strategies with the demand for eco-friendly printing solutions.

## Segmental Insights

### Technology Insights

Based on the category of technology, the solvent-based segment emerged as the dominant player in the global market for Ink Additives in 2022. Solvent-based technology, commonly used in the gravure printing and flexographic process, offers several advantages. One of the key benefits is its ability to evaporate easily at a low cost, making it a cost-effective option. Additionally, this technology enhances the refrigeration and humidity resistance of printed substrates, ensuring durability in various environmental conditions. Moreover, it is particularly effective when used on plastic materials, making it an ideal choice for outdoor printing presentations. Due to these exceptional properties, solvent-based technology is widely utilized for ink additives, contributing to its widespread popularity in the printing industry.

### Application Insights

The Packaging segment is projected to experience rapid growth during the forecast period. The increasing usage of ink additives can be attributed to their ability to maintain graphical presence during production and transportation. These additives, including

defoamers, wetting agents, surface modifiers, rheology modifiers, and others, play a crucial role in producing high-quality aqueous pigment dispersions and ensuring stable viscosity. As a result, the demand for ink additives is expected to grow due to the rising need for flexible packaging in various industries such as food and beverages, consumer goods, and packed food.

According to the India Brand Equity Foundation (IBEF), the processed food market is projected to reach a staggering US\$70 billion by 2025. Moreover, the food processing sector in India is anticipated to reach an impressive US\$535 billion by 2025-2026, as reported by IBEF. In line with this growth, the Indian government has recently approved Rs. 107.42 crore (US\$ 15.25 million) for the implementation of 28 food processing projects. These developments, among other factors, are estimated to drive the market size during the projected era, creating new opportunities for ink additives in the industry.

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## Regional Insights

Asia Pacific emerged as the dominant player in the Global Ink Additives Market in 2022, holding the largest market share in terms of value.

The increasing demand from the packaging industry in Asian countries such as China, India, Japan, and others can be attributed to several factors. According to the Indian Brand Equity Foundation (IBEF), the packaging industry is projected to reach a market value of US\$ 204.81 billion by 2025, experiencing significant growth from its valuation of US\$ 50.5 billion in 2019. This surge in demand is further bolstered by the e-commerce packaging market, which is forecasted to reach an estimated value of US\$ 975.4 million by 2025.

In addition to the packaging industry, the cosmetics market in China has witnessed remarkable growth. According to Cosmetic Europe, a personal care association, China's cosmetics market experienced a substantial increase of 15.33% in 2019, amounting to ?54.9 billion (US\$ 61.45 billion) compared to ?47.6 billion (US\$ 56.21 billion) in 2018. Moreover, the overall cosmetics market saw a rise of ?29.4 billion (US\$ 34.7 billion) in 2019, compared to ?32.6 billion (US\$ 36.4 billion) in 2018.

As a result of the growing demand from the cosmetics and food industries, the need for flexible packaging is expected to surge. This, in turn, is anticipated to drive the demand for ink additives, as companies strive to meet the evolving requirements of these

expanding sectors.

## Recent Developments

In March 2019, Solvay, a leading chemical company, entered into a research collaboration agreement with Aerosint, a pioneering additive manufacturing technology company. The objective of this partnership was to develop an economically viable selective laser sintering (SLS) printing process for polymers. By focusing on high-performance polymers such as KetaSpire, polyetheretherketone, and Ryton polyphenylene sulfide, the aim was to unlock new possibilities for additive manufacturing in demanding applications.

SLS machines are known for their ability to process high-temperature polymers, thanks to their carefully designed and assembled components. However, one major challenge has been the significant cost disadvantage associated with the build process, which results in the excessive waste of up to 90 percent of unfused powder. To tackle this issue, Aerosint has been developing a patented spatially-selective deposition system. This innovative system incorporates a non-fusible support material in each layer where expensive high-performance polymers are not required, thereby reducing material waste to low levels.

Solvay has been collaborating with Aerosint for over two years, providing valuable support in terms of fusion expertise, advanced materials, and process development. This collaboration has been instrumental in advancing Aerosint's game-changing technology. By making 3D printing of high-performance polymers more affordable, this breakthrough has the potential to revolutionize additive manufacturing in various industries, including medical, automotive, and aerospace.

In January 2019, Evonik Industries, a global specialty chemicals company, made a strategic move by acquiring Structured Polymers Inc., a startup firm specializing in 3D printing materials. This acquisition was driven by Evonik's commitment to expanding its expertise in high-performance polymers for additive manufacturing.

By integrating Structured Polymers' cutting-edge technology into its portfolio, Evonik aimed to enhance its capabilities and offerings in the additive manufacturing space. This strategic synergy allowed Evonik to strengthen its position as a leading provider of advanced materials for 3D printing applications.

With this acquisition, Evonik demonstrated its dedication to staying at the forefront of



additive manufacturing advancements and meeting the evolving needs of customers across industries.

The combination of Solvay's collaboration with Aerosint and Evonik's acquisition of Structured Polymers exemplify the ongoing efforts of industry leaders to drive innovation and unlock the full potential of high-performance polymers in additive manufacturing. These developments promise exciting prospects for the future of industrial 3D printing in sectors such as medicine, automotive, and aerospace.

### Key Market Players

Harima Chemicals Group Inc.

Munzing Chemie GmbH

ALTANA AG

Dow Corning Ltd.

Evonik Industries AG

Elementis PLC

Shamrock Technologies Inc.

Solvay S.A.

BASF SE

Lubrizol Corporation

### Report Scope:

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

#### Ink Additives Market, By Type:

Rheology Modifiers

Slip/Rub Materials

Defoamers

Dispersants

Others

Ink Additives Market, By Technology:

Water-Based

Solvent-Based

Others

Ink Additives Market, By Application:

Packaging

Publishing

Commercial Printing

Ink Additives 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

Kuwait

Turkey

## Egypt

### Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the Global Ink Additives Market.

### Available Customizations:

Global Ink Additives Market report with the given market data, Tech Sci 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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