

Masterbatch Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (White, Black, Additives, Color, Filler, and Others), Polymer (Polyethylene, Polypropylene, Polyethylene Terephthalate, Polystyrene, and Others), and End-Use Industry (Building and Construction, Automotive, Packaging, Agriculture, Electrical and Electronics, and Others)

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Abstracts

The masterbatch market size was valued at US\$ 12.32 billion in 2023 and is expected to reach US\$ 18.56 billion by 2031; it is estimated to register a CAGR of 5.3% from 2023 to 2031.

Masterbatch can include pigments, additives, or fillers encapsulated during a heat process into a carrier resin, which is then cooled and cut into a granular shape. The demand for masterbatch is driven by the growing plastics industry and other sectors such as packaging, automotive, construction, and consumer goods. Masterbatch is generally used in the production of sheets, fibers, films, injection-molded parts, and extruded profiles. Key market players offer a wide range of products such as additive masterbatches, white masterbatches, color masterbatches, special effects, and filler masterbatches. Additionally, environmental concerns and regulations regarding plastic waste management influence the demand for compostable or biodegradable masterbatch, aiding in the masterbatch market growth.

The upsurging demand for plastic packaging in emerging economies and rising demand

for black masterbatches from end-use industries contribute to the growing masterbatch market size. The presence of established sectors, including food & beverages and consumer goods, in countries such as China, India, Japan, and South Korea propels the demand for packaging solutions in Asia Pacific. The plastic packaging market in Asia Pacific has witnessed notable growth due to the rapidly expanding packaging industry, growing food retail sector, and rising consumer awareness of the sustainable range of plastic packaging. Black masterbatch is a cost-effective and widely preferred option in the masterbatch market.

Based on polymer, the market is segmented into polyethylene, polypropylene, polyethylene terephthalate, polystyrene, and others. The polyethylene segment held a substantial masterbatch market share in 2023. Polyethylene-based masterbatch is a concentrated blend of additives and a base polymer, polyethylene, which is designed to improve the properties of plastics and other materials. Polyethylene products manufactured using masterbatch are used in packaging, automotive, construction materials, consumer goods, agriculture, textile, and footwear. Based on end-use industry, the masterbatch market is segmented into building and construction, automotive, packaging, agriculture, electrical and electronics, and others. The packaging segment accounted for a significant market share in 2023. Masterbatch is highly utilized in the building & construction industry as it provides various advantages and functions for a variety of building materials. The plastic used in building and construction requires specialized additives to improve the performance, tensile strength, and aesthetic appeal of plastics. The industry uses masterbatch for color and aesthetics, UV resistance, flame retardancy, energy efficiency, and antistatic and conductive properties.

In 2023, Asia Pacific dominated the masterbatch market. As per the International Trade Administration, total investments in China's infrastructure during the 14th Five-Year Plan period (2021–2025) are estimated to reach ~US\$ 4 trillion. According to the National Investment Promotion & Facilitation Agency, India allocated an investment budget of US\$ 1.4 trillion in infrastructure under the National Infrastructure Pipeline by 2025, of which 18% accounted for roads and highways, 17% accounted for urban infrastructure, and 12% for railways. Masterbatch is used in various applications in the construction of commercial buildings, warehouses, and power stations.

Avient Corp, Ampacet Corporation, Cabot Corp, LyondellBasell Industries NV, Plastika Kritis SA, Penn Color Inc, Americhem, FRILVAM SPA, Polyvel Inc, and Vanetti Spa are among the prominent players profiled in the masterbatch market report. In addition, several other players have been studied and analyzed during the study to get a holistic

view of the market and its ecosystem. The masterbatch market report also includes company positioning and concentration to evaluate the performance of competitors/players in the market.

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The overall global masterbatch market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. Participants in this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders specializing in the masterbatch market.

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