

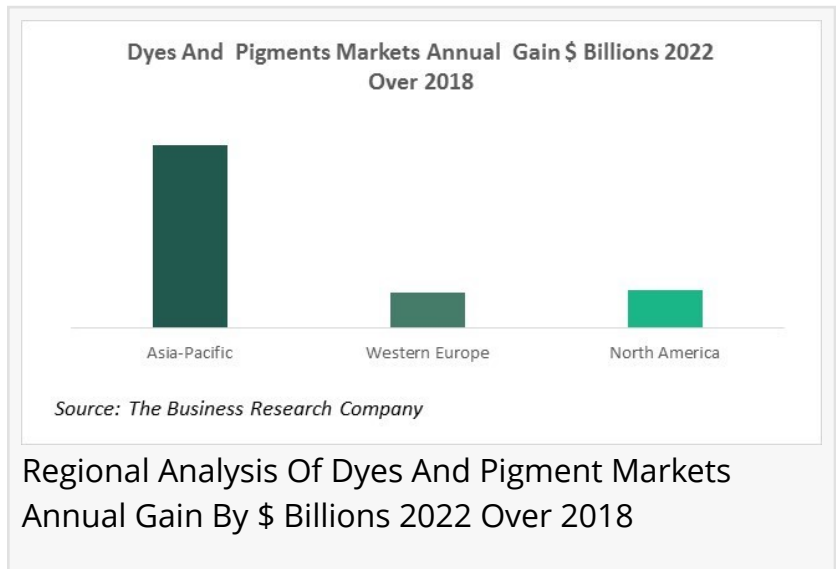
New Products And Geographical Expansion Are Key Strategies For Synthetic Dye And Pigment Global Market, A New Report

LONDON, GREATER LONDON, UK,
December 12, 2018 /

EINPresswire.com/ -- Companies such as Huntsman Corporation's subsidiary Venator are targeting growth through launching innovative solutions for the global synthetic dye and pigment market, [Synthetic Dye And Pigment Global Market Opportunities And Strategies](#) To 2022, a new report from [The Business Research Company](#), shows. Venator's new products include GRANUFIN® Azur, a cobalt blue pigment in Venator's GRANUFIN®s

range of virtually dust-free, color pigments launched in February 2018, and in 2017, ALTIRIS® W400 pigment, a new near infrared reflecting titanium dioxide (TiO₂) pigment for exterior plastic applications. The dyes and pigments market leader, Clariant International, is also pursuing growth through new products; it recently launched two new pigment dispersions for the Indian printing industry, Permajet IN-C and Flexonyl WF. Other dye and pigment manufacturers are focused instead on growth through expanding their business operations to new geographical markets. In the case of Tronox Ltd., for instance, both direct investment and acquisitions will play a part in their entry into new markets. In February 2017, the company entered into an agreement to acquire the National Titanium Dioxide Company Limited (Cristal) of the Kingdom of Saudi Arabia. In April 2016, Tronox opened a new ZAR 3.3 billion (\$248.0 million) plant at Fairbreeze mine in Empangeni, South Africa.

Some of these strategies appear to be paying off. The global market for dyes and pigments, which was growing more slowly than global GDP, is forecast to put on a spurt that will see its growth rate increase by nearly 75% in the next few years. Much of this growth will come from Asia Pacific where the demand accounted for over a third of the whole dyes and pigments market in 2017 and is growing at a rate nearly one-and-a-half times the global average. Asia-Pacific is among the world's largest producers of textiles and consumer plastic products which are major end-users of synthetic dyes.



China is the dominant consumer of dyes and organic pigments, and a major automobile manufacturer, which has resulted in large-scale use of automotive paints and coatings formulated by using pigments. China and India are major exporters of synthetic dyes and pigments. They also export large quantities of important raw materials for producing dyes and pigments and dye intermediate chemicals, which are subsequently modified for use in Western countries.

[Synthetic Dye And Pigment Global Market Opportunities And Strategies To 2022](#) is one of a new series of market reports from The Business Research Company. It provides a market overview of the chemical dye industry, analysis and forecasts of synthetic dye market size and the dye and pigment industry shares, market growth rates, market trends, market drivers, market restraints, market revenues, market shares and company profiles of the leading competitors. Similar coverage is provided for over 300 industry reports, covering over 2400 market segments and 56 geographies. The industry reports draw on 150,000 datasets. Extensive secondary research is augmented with exclusive insights and quotations from industry leaders obtained through interviews. Market analysis and forecasts are provided by a highly experienced and expert team of analysts and modelers. Actionable strategies are explained and segments and countries that represent key opportunities are identified.

Where To Learn More: Read the Synthetic Dye And Pigment Global Market Opportunities And Strategies To 2022 from The Business Research Company for information on the following:

Markets Covered: Synthetic Dye; Synthetic Pigments

Synthetic Dyes And Pigments Companies Covered: BASF SE, Clariant International Ltd, Flint Group, Huntsman Corporation, Dic Corp

Regions: North America, Asia Pacific, Western Europe, South America, Eastern Europe, Middle East, Africa.

Countries: USA, China, Japan, Germany, Brazil, France, Italy, UK, Australia, India, Spain, Russia.

Time Series: Five years historic (2014-18) and forecast (2018-22).

Data: Synthetic dyes and pigments market size and growth for 7 regions and 12 countries; global regional and country synthetic dyes and pigments market size and growth split by segments (pigments and dyes); global, regional and country synthetic dyes and pigments per capita consumption and market size as a percentage of GDP 2014-22; per capita average synthetic dye and pigment expenditure, global and by country; financial performance 2014-2022 for BASF SE, Clariant International Ltd, Flint Group, Huntsman Corporation, Dic Corp; global chemicals market size and growth rate, split by region, by country, 2014-18 and 2018-22.

Other Information: PESTEL analysis, drivers and restraints, customer and operational insights, synthetic dyes and pigments market by country covering regulatory bodies, associations, investments, and competitive landscape; synthetic dyes and pigments market trends and strategies.

Strategies For Synthetic Dye and Pigment Producers: The report identifies strategies for synthetic dye and pigment producers including those being pursued by companies in the synthetic dye and pigment industry and those suggested by trends in the market. Strategies described include the following: Clariant International's growth strategy is to launch two new pigment dispersions

for the Indian printing industry, Permajet IN-C and Flexonyl WF, while Huntsman Corporation's subsidiary Venator's strategic growth framework is based on advanced product innovations and solutions to enhance its market. In February 2018, the company introduced GRANUFIN® Azur, a cobalt blue pigment in Venator's GRANUFIN® range of virtually dust-free, color pigments and in 2017, ALTIRIS®, a W400 pigment, a new near infrared reflecting titanium dioxide (TiO2) pigment for exterior plastic applications.

Opportunities For Synthetic Dye & Pigment Companies: The report identifies the global, regional and country subsegments where the synthetic dye and pigments market will put on most \$ sales up to 2022.

Sourcing and Referencing: Data and analysis throughout the report are sourced using end notes. Sources include primary as well as extensive secondary research.

Number of Figures: 122

Number of Tables: 133

Related Reports:

Chemicals By End Use Global Market Report

2018(<https://www.thebusinessresearchcompany.com/report/chemicals-by-end-use-global-market-report-2018>)

General Chemical Product Global Market Report

2018(<https://www.thebusinessresearchcompany.com/report/general-chemical-product-global-market-report-2018>)

Global Industrial Gas Market, Opportunities And Strategies To

2021(<https://www.thebusinessresearchcompany.com/report/industrial-gas-global-market-opportunities-and-strategies-to-2021>)

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/470892372>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.