

# Masterbatch Market Analysis 2023-2028, Industry Size, Share, Trends and Forecast

SHERIDAN, WYOMING, UNITED STATES, March 15, 2023 /EINPresswire.com/ -- According to the latest report by IMARC Group, titled "Masterbatch Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028," the global masterbatch market size reached US\$ 10.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 14.5 Billion by 2028, exhibiting a growth rate (CAGR) of 4.8% during 2023-2028.



A masterbatch is a solid and liquid additive product wherein pigments are optimally dispersed at high concentrations in the base material. It is a concentrated mixture of additives encapsulated in a carrier material, such as polypropylene (PP) and polyethylene (PE). It is made of plastic, rubber, and elastomers comprising pallets that contain concentrated amounts of additives, such as processing aids, colorants, antistats, light stabilizers, and fillers. It is used in polymer processing to incorporate color pigments, additives, and antimicrobials into the polymer resin and other liquids. Masterbatch allows less complicated addition through pallet-to-pallet blending and does not require specialized equipment for the precision of acquisition required to achieve the final product. It also helps improve product consistency and process stability through better dispersion. Moreover, it optimizes processing and provides cost-effective and sustainable solutions to enhance the visual appeal of plastic. In addition, it offers increased additive stability and shelf-life of the final product. At present, it finds extensive applications in numerous industries, such as packaging, building and construction, consumer goods, automotive, textile, and agriculture.

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## Market Trends

Rapid industrialization, along with the increasing demand for coloring agents in various

industries, represents one of the key factors positively influencing the market. In addition, the rising environmental concerns are catalyzing the demand for eco-friendly color pigments to enhance the aesthetic appeal of the final product, which is driving the market. Apart from this, masterbatches are added to polymers for enhancing the whiteness and brightness of different products. This, in confluence with the availability of different masterbatches, including standard, specialty, and tailor-made colors, is strengthening the market growth. Moreover, the increasing use of low-density polyethylene (LDPE) and linear low-density polyethylene (LLDPE) in various packaging applications, such as consumer goods and healthcare, is creating a positive market outlook. This can also be attributed to the low production cost of the final product and high performance in extreme conditions. Additionally, stringent government regulations about packaging standards, including shape, size, print, and weight, are providing thrust to the market growth. Besides this, significant growth in the automotive industry is catalyzing the demand for automobile masterbatches. The manufacturers operating in the automotive industry are rapidly replacing heavy metal parts with lightweight components of the desired color and mechanical properties. Furthermore, the widespread adoption of masterbatches in household and consumer deliverables, such as food contact containers, on account of their antistatic, antimicrobial, and flame-retardant characteristics is driving the market.

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List of Key Companies Covered in this Market Report:

A. Schulman Inc.  
Americhem  
Ampacet Corporation  
Cabot Corporation  
Clariant AG  
Gabriel-Chemie  
Hubron International  
Penn Color Inc.  
Plastiblends India  
Plastika Kritis S.A.  
Polyone Corporation  
Polyplast Muller  
RTP Company  
Tosaf Group

Report Segmentation:

The report has segmented the market into the following categories

Breakup by Type:

Color  
White  
Black  
Additive  
Filler

#### Breakup by Polymer Type:

PP  
LDPE/LLDPE  
HDPE  
PVC  
PUR  
PET  
PS  
Others

#### Breakup by Application:

Packaging  
Building & Construction  
Consumer Goods  
Automotive  
Textile  
Agriculture  
Others

#### Breakup by Geography:

North America (U.S. & Canada)  
Europe (Germany, United Kingdom, France, Italy, Spain, Russia, and Others)  
Asia Pacific (China, India, Japan, South Korea, Indonesia, Australia, and Others)  
Latin America (Brazil, Mexico)  
Middle East & Africa

#### Key highlights of the report:

Market Performance (2017-2022)  
Market Outlook (2023- 2028)  
Porter's Five Forces Analysis  
Market Drivers and Success Factors  
SWOT Analysis

## Value Chain

### Comprehensive Mapping of the Competitive Landscape

If you need specific information that is not currently within the scope of the report, we can provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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