

# Titanium Dioxide: Innovation and Sustainability Driving Transformation Across the Global Industry | DataMIntelligence

*Titanium dioxide market grows with innovation in green coatings, personal care, and purification tech, backed by major players' sustainability efforts .*

WASHINGTON, WA, UNITED STATES,  
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Market Overview :

[Titanium Dioxide Market](#) reached US\$ 21 billion in 2024 and is expected to reach US\$ 32.41 billion by 2031, growing with a CAGR of 5.90% during the forecast period 2025–2031. The market is driven by growing demand

across sectors such as paints and coatings, plastics, paper, cosmetics, and even food processing, owing to titanium dioxide's superior opacity, brightness, UV resistance, and whiteness. Rapid urbanization and infrastructure growth, especially in emerging economies, are escalating the demand for TiO<sub>2</sub>-based architectural coatings. At the same time, the increasing use of

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As demand for sustainable, high-performance materials grows, titanium dioxide continues to evolve as a multifunctional solution across coatings, cosmetics, and environmental applications”

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lightweight plastics in automotive and electronics manufacturing is also boosting the market, where titanium dioxide acts as an effective pigment and strength enhancer. Environmental concerns and the need for energy-efficient buildings are also spurring the use of TiO<sub>2</sub> in cool roof coatings. Additionally, innovations in photocatalytic titanium dioxide applications in air and water purification are emerging as new verticals for market expansion.

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## Titanium Dioxide Market Latest Innovations and Technology Advancements :-

July 2025: The Chemours Company announced the successful pilot of a next-gen chloride-route TiO<sub>2</sub> production process that cuts energy consumption by 25% and reduces carbon emissions, aligning with its sustainability goals under the Chemours Sustainability Framework.

June 2025: TAYCA CORPORATION unveiled a newly engineered ultrafine TiO<sub>2</sub> grade for high-performance sunscreens that enhances UV protection while improving transparency and sensory feel, especially for Asian skincare formulations.

In May 2025, Tronox Holding PLC introduced a proprietary nanoparticle dispersion technology designed to ensure uniform distribution of TiO<sub>2</sub> within polymer matrices, enhancing the durability and color retention of automotive coatings.

April 2025: Evonik Industries AG revealed a hybrid TiO<sub>2</sub>-silica pigment for use in high-durability paints and powder coatings, which improves weather resistance and reduces chalking in exterior architectural applications.

## Titanium Dioxide Market Recent Acquisitions and Mergers :-

In June 2025, Lomon Billions Group acquired a minority stake in a South Korean advanced materials startup focused on developing nanostructured TiO<sub>2</sub> photocatalysts for use in environmental purification systems.

Kronos Worldwide Inc. completed the strategic acquisition of a European specialty pigment firm in May 2025 to strengthen its production capacity and expand its distribution network across the EU.

In April 2025, INEOS announced a joint venture with a Saudi Arabian chemicals group to co-develop a TiO<sub>2</sub> production plant focused on green energy input and water recycling systems, reflecting the industry's growing shift toward circular manufacturing.

## Titanium Dioxide Market Opportunities :-

**Growing Construction Sector:** Rapid urban development, especially in Asia-Pacific and the Middle East, is driving large-scale demand for architectural paints and coatings using TiO<sub>2</sub> for durability and brightness.

**Rising Personal Care Applications:** The expanding cosmetic and skincare industry is increasingly relying on titanium dioxide for UV protection in sunscreens and complexion-enhancing formulations.

Shift to Sustainable Coatings: Demand for low-VOC, energy-saving, and heat-reflective coatings in building materials presents a strong growth avenue for advanced TiO<sub>2</sub> pigment technologies.

Photocatalysis and Environmental Uses: Emerging applications in air purifiers, antibacterial surfaces, and water treatment systems offer new market potential for TiO<sub>2</sub> as a photocatalyst.

Automotive Lightweighting Trends: Increasing adoption of plastics in automotive parts enhances the role of TiO<sub>2</sub> in providing color stability and mechanical strength in engineered polymers.

Titanium Dioxide Market Key Players :-

The Chemours Company  
Lomon Billions Group  
Tronox Holding PLC  
Kronos Worldwide Inc.  
Venator Materials PLC  
INEOS  
CINKARNA Celje d.d.  
Evonik Industries AG  
TAYCA CORPORATION  
ILUKA RESOURCES

These companies are leading the titanium dioxide industry through product innovations, capacity expansion, global alliances, and sustainability commitments.

Market Segmentation

By Grade

Rutile  
Anatase

By Production Process

Sulfate Process  
Chloride Process

By Form

Powder  
Slurry

By Application

Paints & Coatings  
Plastics  
Paper  
Cosmetics  
Food Additives  
Others (Ceramics, Textiles, Inks)

#### By End-User Industry

Construction  
Automotive  
Packaging  
Healthcare  
Consumer Goods

#### By Region

North America  
Europe  
Asia-Pacific  
Latin America  
Middle East & Africa

#### Latest News – USA

In July 2025, The Chemours Company received an EPA fast-track approval for a new low-carbon  $\text{TiO}_2$  pigment designed for use in next-generation paints and plastics, significantly lowering VOC emissions. Earlier in May 2025, Tronox announced the launch of a  $\text{TiO}_2$  pigment series made with over 50% recycled feedstock, marking a key step toward circular production within the U.S. market. Additionally, U.S. architectural paint manufacturers are rapidly adopting high-durability titanium dioxide coatings to comply with updated LEED and ENERGY STAR standards.

#### Latest News – Japan

In June 2025, TAYCA CORPORATION entered into a strategic partnership with a leading Japanese cosmetic brand to co-develop skin-friendly, non-nano titanium dioxide-based sunscreens that comply with upcoming Japan Cosmetics Regulatory Authority guidelines. In April 2025, the Japanese Ministry of the Environment initiated a nationwide study on the potential of photocatalytic  $\text{TiO}_2$  coatings in reducing airborne pollution in major urban centers, prompting fresh research grants for domestic manufacturers.

Conclusion :-

The Titanium Dioxide Market is evolving rapidly as industries pursue performance-driven materials that align with environmental, aesthetic, and functional demands. From paints and plastics to cosmetics and water purification, titanium dioxide continues to be a critical ingredient across diverse applications. As key players invest in sustainable production methods, nanotechnology integration, and regional capacity building, the market is poised for dynamic growth. Moreover, favorable policy shifts in the U.S., Japan, and the EU are amplifying opportunities for high-grade, environmentally responsible TiO<sub>2</sub> solutions. With advancements in photocatalysis and surface engineering, titanium dioxide is entering a new era of smart materials, reinforcing its indispensable role in modern manufacturing.

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