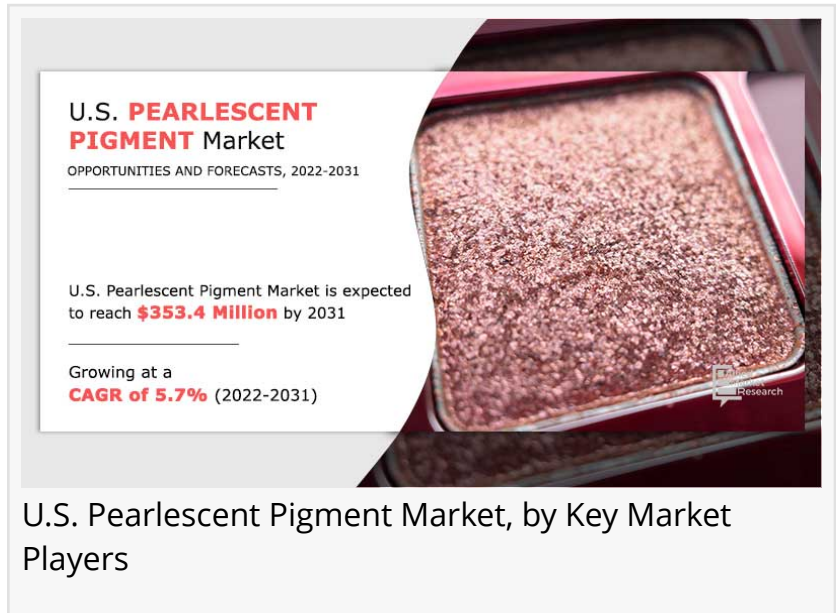


# U.S. Pearlescent Pigment Market Set for Sustained Expansion, Rising from USD 204.6 Million in 2021 at a CAGR of 5.7%

*The growing demand for premium makeup, skincare, and haircare products continues to propel pigment consumption.*

WILMINGTON, DE, UNITED STATES,  
November 19, 2025 /

EINPresswire.com/ -- According to the report, the [U.S. pearlescent pigment market](#) generated \$204.62 million in 2021 and is projected to reach \$353.39 million by 2031, growing at a CAGR of 5.7% from 2023 to 2031.



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## Key Market Drivers:

- Rising usage in cosmetics & personal care: The growing demand for premium makeup, skincare, and haircare products continues to propel pigment consumption.
- Expanding beauty & personal care industry: Increased consumer interest in aesthetic appeal, product differentiation, and vibrant shades boosts market adoption.

## Restraints:

- Rise in veganism: Growing preference for vegan and cruelty-free beauty solutions limits the use of natural pearl essence, impacting overall demand.

## Opportunities:

- Product innovation & new formulations: Continuous R&D in effect pigments and advanced finishes creates significant growth opportunities through the forecast period.

## Application Insights:-

### 1. Others Segment – Leading Market Share

The others category including paints & coatings, plastics, packaging, printing inks, adhesives, and textiles—accounted for over four-fifths of market revenue in 2021 and is expected to maintain dominance.

Pearlescent pigments deliver:

- Color enhancement
- Gloss and opacity control
- Improved rheology
- Aesthetic appeal in industrial and packaging applications

They are widely used in:

- Automotive coatings
- Printing inks for premium packaging
- Paper & pulp products
- Electronics, household goods, and specialty resins

### 2. Cosmetics & Personal Care – Fastest Growing Segment

Expected to grow at a CAGR of 6.31% (2022–2031), this segment leverages pearlescent pigments for:

- Enhanced shine, shimmer, and color depth
- Superior visual appeal in powders, eye shadows, nail polishes, haircare, and body care products

Pearlescent pigment micas enable unique finishes and innovation in product formulation, supporting market expansion.

Key Market Players:

- BASF SE
- ECKART GmbH
- Sun Chemical
- IFC Solutions
- Kuncai Americas
- Sensient Technologies Corporation

- DIC Corporation
- KP Pigments
- Merck KGaA
- Glitter Unique, LLC
- Sandream Specialties

These companies focus on new product launches, strategic partnerships, capacity expansions, and technological advancements to strengthen market positioning.

For more information on the U.S. Pearlescent Pigment Market, visit our website:

<https://www.alliedmarketresearch.com/u-s-pearlescent-pigment-market/purchase-options>

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