

Masterbatch Market Size, Share & Industry Forecast to 2032

A solid or liquid ingredient called a masterbatch is used to paint or impart certain qualities to polymers. Plastic objects are given colour or shade using coloured masterbatch. Properties like energy, effect, UV stabiliser, biodegradable, antioxidant, and others can be communicated using them. The ideal product would be a mixture of pigment, additives, and carrier resin that has been heated, cooled, and then chopped into granular form. During the production of plastics, it aids the processor in efficiently colouring raw polymer.

The global masterbatch market size was valued at USD 10.99 billion in 2018 and is projected to reach USD 16.35 billion by 2026, exhibiting a CAGR of 5.3% during the forecast period. This information is presented by Fortune Business Insights, in its report titled, "Masterbatch Market, 2025-2032."



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Segmentation:

- **Color Segment to Dominate Market During Forecast Period**

Based on type, the market is classified into white, black, color, additive, and fillers. The white segment held the major share of the market.

- **Polyethylene to be Leading Segment Over Forecast Period**

In terms of application, the market is segmented into polyethylene, polypropylene, polyvinyl chloride, polyethylene terephthalate, and others.

- **Packaging Segment to Account for Major Share Over Forecast Period**

In terms of end-use, the market is segmented into packaging, building & construction, consumer good, automotive, agriculture, and others. The packaging segment accounts for the major share in the forecast timeframe.

List of Masterbatches Market Manufacturers include:

- Clariant
- Ampacet Corporation
- A. Schulman, Inc.
- PolyOne
- Cabot Corporation
- PLASTIKA KRITIS S.A.
- Plastiblends
- Hubron International
- Tosaf
- Penn Color Inc.
- Other Key Players

Competitive Landscape:

Fragmented Nature of Market Will Intensify Competition

The global masterbatches market enjoys a fragmented nature of the market owing to the presence of various players both small and medium-sized. Companies are aiming at a large network of distribution and providing a good supply chain with regulatory expertise. Other players are engaging in collaborative efforts such as joint ventures, partnerships, mergers and acquisitions, contracts and agreements, and others to gain a competitive edge in the market on the one side and earn attracting revenue on the other.



Drivers and Restraints:

Market Growth is Being Driven by the Plastic Packaging Industry

High growth was seen in the plastic packaging sector, and there was a steady transition to new retail formats. Growing sales rates encourage organised retail expansion as well, driving up demand for inventive and appealing packaging. One of the retail industry's fastest-growing segments is food and beverage. Growth in this industry is probably going to encourage the usage of packaging, as plastic packaging improves food quality and increases shelf life. Packaged food is projected to be a rapidly expanding segment. Along with food and drink, pharmaceuticals are another industry that heavily utilises packaging. It is projected that the pharmaceutical business will experience double-digit expansion.

Major Industry Developments of the Market include:

February 2019 – PLA masterbatches were launched by Viba, a masterbatch producer in Italy. It is a range of color concentrating additives or combining masterbatches based on a PLA carrier material and optimized for various processing technologies.

December 2019 – Clariant Color and Masterbatches Additives Company were acquired by PolyOne Corporation for introducing specialized technology and solutions to the end-user market for apparel, packaging, and healthcare.

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