

Innovative Colors – Special Effects: Ceresana Analyzes the Pigment Market



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Pigments are needed in large quantities: Printing inks, paints & varnishes, plastics, and the coloring of construction materials are important growth markets. Other segments, such as cosmetics, paper, textiles, ceramics, and glass, use pigments to provide more gloss to their products. More and more manufacturers improve their packaging and promotional items by using modern colors and visual effects. Ceresana's first in-depth study on the global pigment market was soon out of stock – the new, updated study on pigments is now available.

Growth in Emerging Countries

Ceresana Research expects that pigment revenues will increase to more than US\$45 billion by 2018. In 2010, the Asia-Pacific region was responsible for 45% of the global demand for pigments. The second-largest market was North America, followed by Western Europe. Ceresana anticipates that the Asia-Pacific will continue to significantly influence market dynamics in future. The rapidly developing emerging markets have the greatest growth potential, above all China and India. Moreover, South America and the Middle East register above-average growth rates of 3.6% to 4.4%.

Diverse Preferences

The demand for different types of pigments in individual regions shows different developments. Iron oxides and organic pigments record the highest growth rates in North America and Western Europe. In emerging markets, especially the demand for carbon black pigments is increasing. Carbon black is used in many plastics and rubbers. Ceresana expects that the white pigment titanium dioxide will have a share of somewhat more than 60% of the global pigment market in 2018. Iron oxides, currently mainly used for paints and

varnishes, are also gaining importance for other products, e.g. in the food and cosmetics industry.

Much More Than Just Colorants

Pigments have always been used primarily as colorants. However, secondary properties are gaining importance, for example protection from UV rays or corrosion prevention. Product innovations primarily aim at organic, effect, and special pigments. The focus is on higher color intensity, color variety, and additional properties, such as self-cleaning and antibacterial characteristics, insulating properties, or the reflection of infrared light. Organic pigments do only have a small market share in volume, but they benefit from above-average growth in the demand from producers of printing inks, plastics, and textiles.

Practice-Oriented Market Report

The new study by Ceresana Research contains more than 1,000 pages, providing comprehensive analyses of the global pigment market. Especially the 18 most important countries are analyzed in detail, including relevant market data on the individual fields of application. A useful introductory chapter summarizes the most important information on the different types of pigments, their classification, properties, raw materials, production, application areas, and legal situation. Volume II is a useful list of producers that includes 303 profiles of the largest pigment manufacturers. The study, available in English and German, forecasts turnover and sales volumes up to 2018: Besides, the study offers a closer look at market opportunities and risks, influencing factors, product innovations, and trends:

<http://www.ceresana.com/en/market-studies/additives/pigments-new/>

About Ceresana Research

Ceresana Research is one of the world's leading industrial market research institutions. Companies, institutions, and associations from more than 45 countries have already profited from our global market data and well-founded prognoses. Our core competencies include chemicals + plastics + additives + commodities + materials + industrial components + consumer goods + packaging + construction materials.

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