China Masterbatch Market Forecast and Opportunities, 2020

Description: According to "China Masterbatch Market Forecast & Opportunities, 2020", masterbatch market in China is projected to witness a CAGR of over 12% during 2015 - 2020. Though black masterbatch is the largest segment in the market, in terms of volume sales, color and additive masterbatches exhibit better growth prospects over the next five years. Color masterbatch segment is anticipated to be the fastest growing segment in China masterbatch market over the next five years, on account of surging demand in packaging industry. The market consists of many domestic players that offer products at very competitive prices. However, since China is one of the largest and most flourishing masterbatch markets globally, many international enterprises have also been making investments to capitalize on the opportunities available in the country's masterbatch market.

Among various fast emerging countries within Asia-Pacific, China has maintained its position as the leading producer and exporter of masterbatches over the last five years. Steady growth in plastics industry, being driven by packaging, building & construction, automotive and consumer appliance industries, is in turn propelling the demand for masterbatch in China. Moreover, masterbatch consumption for packaging has increased significantly in China over the last five years due to rising popularity of small pack sizes, expanding sales and distribution network of plastic processors and plastic products, as well as growing flexible packaging market. Leading food and beverage companies are constantly exploring new packaging materials for attracting more eyeballs, which is further fueling the demand for masterbatches in the country.

"China Masterbatch Market Forecast & Opportunities, 2020" discusses the following aspects of masterbatch market in China:

- China Masterbatch Market Size, Share & Forecast
- Segmental Analysis- Black Masterbatch, Color Masterbatch, White Masterbatch & Additive Masterbatch
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of masterbatch market in China
- To identify the on-going trends and anticipated growth in the next five years
- To help industry consultants, masterbatch manufacturers and other stakeholders to align their market-centric strategies
- To obtain research based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading players
- To avail 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer's specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with masterbatch manufacturers and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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