Color Masterbatches Market: By Type (Metallic, Pastel Fluorescent, Others) By Carrier (PE, PP, PS, ABS, PVC, Others) By Application (Injection Molding, Blow Molding, Others) By End User - Forecast (2015-2020)

Description: Color masterbatch is made up of polymer materials that consist of additives, carriers and pigments or dye that is attached to resin with equal proportion. Color masterbatch is used for coloring of plastics materials by using carriers such as poly ethylene (PE), poly propylene (PP), polystyrene (PS) and others. Color masterbatch is extensively used in packaging industry and also used to enhance performance of plastic products. Increased production of plastic compounds, increased usage of packaging goods and rapid industrialization are the key drivers for the growth of the market.

The report explains that global color masterbatches market is segmented on the basis of types, application, end users and geography. Based on types, color masterbatches is classified into pearl, metallic, pastel fluorescent, phosphorescent and others. Color masterbatches is used in different applications such as injection molding, blow molding, film extrusion, rotational molding and others. Color masterbatches is applied by different carriers such as poly ethylene (PE), poly propylene (PP), polystyrene (PS), acrylonitrile butadiene styrene (ABS), Polybutylene terephthalate (PBT), polyvinyl chloride (PVC) and others. The market is further segmented on the basis of different end users such as automotive, electronic appliances, medicine packaging, textile, food & beverage packaging and others. Each of these segments is further broken down to give an in-depth analysis of the market. The report analyses the color masterbatches in various applications and covers the market demand with respective regions.

This report gives detailed information about the product value chain right from the beginning which includes raw materials till end-use. The market is evaluated based on the key attributes such as the power in the hands of producers and consumers, analysis on the degree of competition, and threats from substitutes and new entrants. The report also includes the overview of BASF SE, Colourtone Masterbatch ltd., Clariant AG and others. The report also provides a market overview for the Color Masterbatches equipment market. The study includes the demand of this particular market on a global and regional scale for a six year period of 2014-2020, both in terms of volume(kilo tons) and revenue($ billion).

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