Asia-Pacific Masterbatch Market By Type (White, Black, Color and Additive), By Country (China, India, Indonesia & Others), Competition Forecast and Opportunities, 2011-2021

Description: Masterbatches are concentrated mixtures of pigments and additives, used for coloring and imparting specific properties to polymers. They are prepared by encapsulating pigments in carrier resins, which are then cut into granular shape or kept in liquid state (liquid masterbatch), and later processed with base polymer.

Based on their use and appearance, masterbatches are classified into four major types - black, white, color and additive, which are used for diverse applications. Black masterbatch segment dominated the Asia-Pacific masterbatch market with more than one third revenue in 2015.

The segment is forecast to continue its dominance over the next five years as well on account of growing demand from building and construction sector, which is growing at a robust pace, and increasing applications in automotive sector. In Asia-Pacific region, highest demand for black masterbatch is being witnessed from China, predominantly due to rapidly growing end user industries.

According to “Asia-Pacific Masterbatch Market By Type, By Country, Competition Forecast and Opportunities, 2011 - 2021”, the Asia-Pacific masterbatch market is projected to grow at a CAGR of over 9.7% during 2016-2021. Growth in the market is anticipated on account of increasing demand from various end user segments, such as packaging, automotive, consumer appliances, electronics, etc.

In order to leverage high growth opportunities offered by the region, major companies, such as Ampacet, A. Schulman, and Clariant, are increasing their focus on China and India. With a growing number of plastic processing units in Asia-Pacific region, especially in China and India, the demand for masterbatches has been increasing at a robust pace, and the same trend is anticipated to continue over the next five years as well.

Apart from plastic industry, high demand for masterbatches is being witnessed from other industries, such as packaging, construction, automotive and consumer appliances.

“Asia-Pacific Masterbatch Market By Type, By Country, Competition Forecast and Opportunities, 2011 - 2021” report elaborates following aspects related to Asia-Pacific masterbatch market:

- Asia-Pacific Masterbatch Market Size, Share & Forecast
- Segmental Analysis - By Type (White, Black, Color and Additive); By End User Sector (Packaging, Construction, Automotive, Consumer Appliances & Others); and By Country (China, India, Indonesia & Others)
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of Asia-Pacific masterbatch market
- To identify the on-going trends and anticipated growth in the next five years
- To help industry consultants, dealers and other stakeholders 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 market players

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with masterbatch, manufacturers, suppliers and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and other proprietary databases.
* Avail of 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer’s specific needs

Contents:

1. Research Methodology
2. Product Overview
3. Analyst View
4. Global Masterbatch Market Overview
5. Asia-Pacific Masterbatch Market Outlook
   5.1. Market Size & Forecast
      5.1.1. By Value & Volume
      5.2. Market Share & Forecast
         5.2.1. By Type (White, Black, Color and Additive)
         5.2.2. By End User (Packaging, Construction, Automotive, Consumer Appliances & Others)
         5.2.3. By Country (China, India, Indonesia, Japan & Others)
   5.3. China Masterbatch Market Outlook
      5.3.1. Market Size & Forecast
         5.3.1.1. By Volume
      5.3.2. Market Share & Forecast
         5.3.2.1. By Type (White, Black, Color and Additive)
   5.4. India Masterbatch Market Outlook
      5.4.1. Market Size & Forecast
         5.4.1.1. By Volume
      5.4.2. Market Share & Forecast
         5.4.2.1. By Type (White, Black, Color and Additive)
   5.5. Indonesia Masterbatch Market Outlook
      5.5.1. Market Size & Forecast
         5.5.1.1. By Volume
      5.5.2. Market Share & Forecast
         5.5.2.1. By Type (White, Black, Color and Additive)
6. Asia-Pacific Black Masterbatch Market Outlook
   6.1. Market Size & Forecast
      6.1.1. By Volume
   6.2. Market Share & Forecast
      6.2.1. By Country (China, India, Indonesia & Others)
7. Asia-Pacific White Masterbatch Market Outlook
   7.1. Market Size & Forecast
      7.1.1. By Volume
   7.2. Market Share & Forecast
      7.2.1. By Country (China, India, Indonesia & Others)
8. Asia-Pacific Color Masterbatch Market Outlook
   8.1. Market Size & Forecast
      8.1.1. By Volume
   8.2. Market Share & Forecast
      8.2.1. By Country (China, India, Indonesia & Others)
9. Asia-Pacific Additive Masterbatch Market Outlook
   9.1. Market Size & Forecast
      9.1.1. By Volume
   9.2. Market Share & Forecast
      9.2.1. By Country (China, India, Indonesia & Others)
10. Market Dynamics
10.1. Drivers
10.2. Challenges

11. Market Trends & Developments
11.1. Innovative Products
11.2. Masterbatch Utilization in uPVC
11.3. Masterbatch in Medical Application
11.4. Nanoparticle Based Masterbatches
11.5. Light Weight Vehicles
11.6. Expansions Plans in Asia-Pacific

12. Competition Benchmarking

13. Competitive Landscape
13.1. Ngai Hing Hong Company Limited
13.2. Malion New Materials Co., Ltd
13.3. Clariant Chemicals (China) Ltd
13.4. PolyOne Shanghai Co., Ltd
13.5. Ampacet Masterbatch (Shanghai) Manufacturing Co., Ltd.
13.6. Cabot (China) Limited
13.7. A. Schulman Asia Limited
13.8. Yangxi Huaqiang Color Master Batch Factory
13.9. Guangdong Charming Co., Ltd
13.10. Changzhou Hongmei Plastic Masterbatch Co., Ltd.
13.11. Plastiblends India Limited
13.15. Orbit Masterbatches Pvt. Ltd.
13.16. Polmann India Ltd.

14. Strategic Recommendations

List of Figures

Figure 1: Asia-Pacific Masterbatch Market Size, By Volume ('000 Metric Tons), By Value (USD Million), 2011-2021F
Figure 2: Asia-Pacific Masterbatch Market Share, By Type, By Volume, 2011-2021F
Figure 3: Asia-Pacific Masterbatch Market Share, By End User, By Volume, 2011-2021F
Figure 4: Asia-Pacific Masterbatch Market Share, By Country, By Volume, 2011-2021F
Figure 5: Japan Plastic Production Share, By Product Type, By Volume, 2014 (Million Metric Tons)
Figure 6: China Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 7: China Masterbatch Market Share, By Type, By Volume, 2011-2021F
Figure 8: China Masterbatch Market Share, By Type, By Volume, 2011-2021F
Figure 9: India Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 10: India Masterbatch Market Share, By Type, By Volume, 2011-2021F
Figure 11: Indonesia Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 12: Indonesia Masterbatch Market Share, By Type, By Volume, 2011-2021F
Figure 13: APAC Black Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 14: APAC Black Masterbatch Market Share, By Country, By Volume, 2011-2021F
Figure 15: APAC White Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 16: APAC White Masterbatch Market Share, By Country, By Volume, 2011-2021F
Figure 17: APAC Color Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 18: APAC Color Masterbatch Market Share, By Country, By Volume, 2011-2021F
Figure 19: APAC Additive Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 20: APAC Additive Masterbatch Market Share, By Country, By Volume, 2011-2021F

List of Tables

Table 1: Asia-Pacific Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 2: Asia-Pacific Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 3: Asia-Pacific Masterbatch Market Size, By End User, By Volume, 2011-2015 ('000 Metric Tons)
Table 4: Asia-Pacific Masterbatch Market Size, By End User, By Volume, 2016-2021F ('000 Metric Tons)
Table 5: Asia-Pacific Masterbatch Market Share, By Country, By Volume, 2011-2021F
Table 6: Asia-Pacific Masterbatch Market Size, By Country, By Volume, 2016-2021F ('000 Metric Tons)
Table 7: China Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 8: China Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 9: India Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 10: India Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 11: Indonesia Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 12: Indonesia Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 13: Comparison of uPVC with Conventional Material
Table 14: Types of Nanoparticles Used in Masterbatch Production
Table 15: List of Plastic Components Used in Vehicles

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