**Middle East and Africa Masterbatch Market By Type (White, Black, Color and Additive), By End User (Packaging, Construction, Automotive, Consumer Appliances and Others), By Country, Competition Forecast and Opportunities, 2011-2021**

**Description:**
Masterbatch, a concentrated solid or liquid mix of pigments and/or additives encapsulated into a carrier polymer resin, is used to include pigments or performance-enhancing additives to natural polymers. In Middle East & Africa, masterbatches are widely used in building and construction sector, packaging industry, production of household appliances and automotive sector.

Over the last five years, the masterbatch market in the MEA region has been witnessing introduction of high-quality, standardized masterbatches for use in construction, plastic and fiber industries. Based on their use and appearance, masterbatches are classified into four major types - black, white, color and additive, which are used for diverse applications. Over the last five years, white masterbatch segment dominated the MEA masterbatch market, owing to its various applications in injection molding, film extrusion, blow molding and fiber extrusion.

According to "Middle East & Africa Masterbatch Market By Type, By End User, By Country, Competition Forecast and Opportunities, 2011-2021", the masterbatch market in MEA is projected to grow at a CAGR of over 9% during 2016-2021. Increasing per capita plastic consumption, low cost of polymer production due to abundant availability of raw materials and rising demand from plastic and polymer manufacturers are some of the major factors anticipated to augment masterbatch demand in Middle East & Africa over the next five years.

In 2015, the largest end user industry for masterbatch applications in MEA was the packaging industry, and the segment is projected to dominate though 2020.

"Middle East & Africa Masterbatch Market By Type, By End User, By Country, Competition Forecast and Opportunities, 2011-2021" discusses the following aspects related to masterbatch market in MEA:

- MEA Masterbatch Market Size, Share & Forecast
- Segmental Analysis - By Type (White, Black, Color and Additive), By End User (Packaging, Construction, Automotive, Consumer Appliances & Others), By Country (Saudi Arabia, Nigeria, UAE, South Africa & Others)
- 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 MEA masterbatch market
- To identify the on-going trends and anticipated growth over the next five years
- To help industry consultants, masterbatch manufacturers 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 suppliers, distributors 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. Middle East & Africa 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
5.3. Saudi Arabia 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. Nigeria 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. UAE 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)
5.6. South Africa Masterbatch Market Outlook
   5.6.1. Market Size & Forecast
   5.6.1.1. By Volume
   5.6.2. Market Share & Forecast
   5.6.2.1. By Type (White, Black, Color and Additive)
6. Middle East & Africa White Masterbatch Market Outlook
   6.1. Market Size & Forecast
   6.1.1. By Volume
   6.2. Market Share & Forecast
   6.2.1. By Country
7. Middle East & Africa Black Masterbatch Market Outlook
   7.1. Market Size & Forecast
   7.1.1. By Volume
   7.2. Market Share & Forecast
   7.2.1. By Country
8. Middle East & Africa Color Masterbatch Market Outlook
   8.1. Market Size & Forecast
   8.1.1. By Volume
   8.2. Market Share & Forecast
   8.2.1. By Country
9. Middle East & Africa Additive Masterbatch Market Outlook
   9.1. Market Size & Forecast
   9.1.1. By Volume
   9.2. Market Share & Forecast
   9.2.1. By Country
10. Market Dynamics
   10.1. Drivers
   10.2. Challenges

11. Market Trends & Developments
   11.1. Growing Demand for Biodegradable Plastics
   11.2. Implementation of Green Buildings Initiatives
   11.3. Increasing Focus on Plastics Recycling
   11.4. Growing Demand for Builders Plastics
   11.5. Major Players Focusing on Market Expansion

12. Competitive Landscape
   12.1. A. Schulman Inc.
   12.2. Al Zhoor Plastic Factory
   12.3. Ampacet Corporation
   12.4. Astra Polymers Compounding Co., Ltd.
   12.5. Cabot Performance Products FZE
   12.6. Clariant Masterbatches (Saudi Arabia)
   12.7. EnerPlastics LLC
   12.8. Hubron International
   12.9. Ingenia Polymers Corp.
   12.10. Juffali PolyOne Masterbatch Co., Ltd.

13. Strategic Recommendations

List of Figures

Figure 1: Global Polymer Production Market Share, By Country, By Volume, 2013
Figure 2: Middle East & Africa Masterbatch Market Size, By Value (USD Million), By Volume ('000 Metric Tons), 2011-2021F
Figure 3: Middle East & Africa Masterbatch Market Share, By Type, By Volume, 2011-2021F
Figure 4: Middle East & Africa White Masterbatch Market Share, By Region, By Volume, 2015
Figure 5: Middle East & Africa Black Masterbatch Market Share, By Region, By Volume, 2015
Figure 6: Middle East & Africa Color Masterbatch Market Share, By Region, By Volume, 2015
Figure 7: Middle East & Africa Additive Masterbatch Market Share, By Region, By Volume, 2015
Figure 8: Middle East & Africa Masterbatch Market Share, By End User, By Volume, 2011-2021F
Figure 9: Middle East & Africa Masterbatch Market Share for Packaging Application, By Country, By Volume, 2015
Figure 10: Middle East & Africa Masterbatch Market Share for Building & Construction Application, By Country, By Volume, 2015
Figure 11: Middle East & Africa Masterbatch Market Share for Consumer Appliances Application, By Country, By Volume, 2015
Figure 12: Middle East & Africa Masterbatch Market Share, By Country, By Volume, 2011-2021F
Figure 13: Middle East & Africa Masterbatch Market Share, By Type, By Volume, 2011-2021F
Figure 14: Middle East & Africa Masterbatch Market Attractiveness Index, By Type, 2015-2021F
Figure 15: Saudi Arabia Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 16: Saudi Arabia Polymer Production Capacity, By Volume, 2010, 2012, 2014 & 2019F (Million Metric Tons)
Figure 17: GCC Polymer Production Capacity Share, By Country, By Volume, 2014
Figure 18: Saudi Arabia Masterbatch Market Share, By Type, By Volume, 2011-2021F
Figure 19: Saudi Arabia Masterbatch Market Share, By End User, By Volume, 2015
Figure 20: Saudi Arabia Masterbatch Market Share, By End User, By Volume, 2021F
Figure 21: Nigeria Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 22: Nigeria Masterbatch Market Share, By Type, By Volume, 2011-2021F
Figure 23: Nigeria Masterbatch Market Share, By End User, By Volume, 2015
Figure 24: Nigeria Masterbatch Market Share, By End User, By Volume, 2021F
Figure 25: UAE Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 26: UAE Masterbatch Market Share, By Type, By Volume, 2011-2021F
Figure 27: UAE Masterbatch Market Share, By End User, By Volume, 2015
Figure 28: South Africa Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 29: South Africa Masterbatch Market Share, By Type, By Volume, 2011-2021F
Figure 30: South Africa Masterbatch Market Share, By End User, By Volume, 2015
Figure 31: Middle East & Africa White Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 32: Middle East & Africa White Masterbatch Market Share, By Country, By Volume, 2011-2021F
Figure 33: Middle East & Africa Black Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 34: Middle East & Africa Black Masterbatch Market Share, By Country, By Volume, 2011-2021F
Figure 35: Middle East & Africa Color Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 36: Middle East & Africa Color Masterbatch Market Share, By Country, By Volume, 2011-2021F
Figure 37: Middle East & Africa Additive Masterbatch Market Size, By Volume, 2011-2021F ('000 Metric Tons)
Figure 38: Middle East & Africa Additive Masterbatch Market Share, By Country, By Volume, 2011-2021F

List of Tables

Table 1: Middle East & Africa Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 2: Middle East & Africa Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 3: Middle East & Africa Masterbatch Market Size, By End User, By Volume, 2011-2015 ('000 Metric Tons)
Table 4: Middle East & Africa Masterbatch Market Size, By End User, By Volume, 2016-2021F ('000 Metric Tons)
Table 5: Middle East & Africa Masterbatch Market Size, By Country, By Volume, 2011-2015 ('000 Metric Tons)
Table 6: Middle East & Africa Masterbatch Market Size, By Country, By Volume, 2016-2021F ('000 Metric Tons)
Table 7: Saudi Arabia Thermoplastic Production Capacity, By Volume, 2010 & 2015E ('000 Metric Tons)
Table 8: Saudi Arabia Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 9: Saudi Arabia Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 10: Nigeria Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 11: Nigeria Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 12: UAE Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 13: UAE Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 14: South Africa Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 15: South Africa Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 16: Middle East & Africa White Masterbatch Market Size, By Country, By Volume, 2011-2015 ('000 Metric Tons)
Table 17: Middle East & Africa White Masterbatch Market Size, By Country, By Volume, 2016-2021F ('000 Metric Tons)
Table 18: Middle East & Africa Black Masterbatch Market Size, By Country, By Volume, 2011-2015 ('000 Metric Tons)
Table 19: Middle East & Africa Black Masterbatch Market Size, By Country, By Volume, 2016-2021F ('000 Metric Tons)
Table 20: Middle East & Africa Color Masterbatch Market Size, By Country, By Volume, 2011-2015 ('000 Metric Tons)
Table 21: Middle East & Africa Color Masterbatch Market Size, By Country, By Volume, 2016-2021F ('000 Metric Tons)
Table 22: Middle East & Africa Additive Masterbatch Market Size, By Country, By Volume, 2011-2015 ('000 Metric Tons)
Table 23: Middle East & Africa Additive Masterbatch Market Size, By Country, By Volume, 2016-2021F ('000 Metric Tons)

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