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

Description: Masterbatches are manufactured by the combination of pigments and additives, and are used to impart color and other desired properties to plastics during a manufacturing process. Masterbatches are broadly classified into four categories - white, black, color and additive.

In Europe, masterbatch consumption in packaging industry has increased significantly 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. Moreover, they are also being used in automotive industry during the manufacturing of light weight vehicles on account of increasing government regulations on rising CO2 emission levels in the region. Moreover, leading food & beverage companies are constantly exploring new packaging materials for attracting more eyeballs, which is further fueling masterbatch demand in the region.

According to “Europe Masterbatch Market By Type, By End User, By Country, Competition Forecast and Opportunities, 2011-2021”, the masterbatch market in Europe is projected to cross US$ 6.3 billion by 2021. Increasing per capita plastic consumption, growing packaging industry and rising demand from plastic and polymer manufacturers are the major factors anticipated to boost demand for masterbatch in Europe.

In 2015, white masterbatch accounted for the largest share in the region's masterbatch market owing to their ability to provide opacity to the base polymer. This trend is expected to continue over the next five years as well. Packaging industry is expected to remain the largest demand generator for masterbatch market in Europe, followed by construction and automotive sectors.

“Europe Masterbatch Market By Type, By End User, By Country, Competition Forecast and Opportunities, 2011-2021” discusses the following aspects related to masterbatch market in Europe:

- Europe 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 (Germany, Italy, France, United Kingdom, Spain, Poland, Belgium & Luxembourg, the Netherlands, Czech Republic, Austria & 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 the Europe masterbatch market
- To identify the on-going trends, and anticipated growth over the next five years
- To help industry consultants, masterbatch manufacturers and distributors 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
- To avail of 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, distributors and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and other proprietary databases.
Contents:

1. Research Methodology
2. Analyst View
3. Product Overview
4. Global Masterbatch Market Overview
5. Europe Masterbatch Market Outlook
   5.1. Market Size & Forecast
   5.1.1. By Volume & By Value
   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 Region
   5.2.4. By Country
   5.2.5. By Company
5.3. Germany 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. Italy 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. France 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. United Kingdom 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)
5.7. Spain Masterbatch Market Outlook
   5.7.1. Market Size & Forecast
   5.7.1.1. By Volume
   5.7.2. Market Share & Forecast
   5.7.2.1. By Type (White, Black, Color and Additive)
5.8. Poland Masterbatch Market Outlook
   5.8.1. Market Size & Forecast
   5.8.1.1. By Volume
   5.8.2. Market Share & Forecast
   5.8.2.1. By Type (White, Black, Color and Additive)
5.9. Belgium & Luxembourg Masterbatch Market Outlook
   5.9.1. Market Size & Forecast
   5.9.1.1. By Volume
   5.9.2. Market Share & Forecast
   5.9.2.1. By Type (White, Black, Color and Additive)
5.10. Netherlands Masterbatch Market Outlook
    5.10.1. Market Size & Forecast
    5.10.1.1. By Volume
    5.10.2. Market Share & Forecast
    5.10.2.1. By Type (White, Black, Color and Additive)
5.11. Czech Republic Masterbatch Market Outlook
    5.11.1. Market Size & Forecast
    5.11.1.1. By Volume
    5.11.2. Market Share & Forecast
    5.11.2.1. By Type (White, Black, Color and Additive)
5.12. Austria Masterbatch Market Outlook
5.12.1. Market Size & Forecast
5.12.1.1. By Volume
5.12.2. Market Share & Forecast
5.12.2.1. By Type (White, Black, Color and Additive)
5.13. Europe Masterbatch Market Attractiveness Index

6. Europe 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. Europe 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. Europe Additive Masterbatch Market Outlook
8.1. Market Size & Forecast
8.1.1. By Volume
8.2. Market Share & Forecast
8.2.1. By Country

9. Europe Color 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. Mergers & Acquisitions & Expansion
11.2. Product Launch
11.3. Specially Formulated Masterbatch
11.4. Forward Integration
11.5. Rising Demand for Bioplastics
11.6. Growing Plastic Consumption in Automotive Industry
11.7. Nano Based Masterbatch

12. Policy & Regulatory Landscape

13. Competitive Landscape
13.1. A. Schulman GmbH
13.2. Clariant SE
13.3. Ampacet Europe S.A.
13.4. PolyOne Luxembourg Sarl
13.5. Cabot Corporation
13.6. PolyPlast Muller GmbH
13.7. Plastika Kritis S.A.
13.8. Hubron International Ltd
13.9. Tosaf International BV
13.10. Kunststof Kemi AS

14. Strategic Recommendations

List of Figures

Figure 1: Europe Masterbatch Market Size, By Volume, 2011-2021F (’000 Metric Tons)
Figure 2: Europe Masterbatch Market Size, By Value, 2011-2021F (USD Million)
Table 5: Germany Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 6: Germany Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 7: Italy Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 8: Italy Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 9: France Masterbatch Market Size, By Type, By Volume, 2011-2015 ('000 Metric Tons)
Table 10: France Masterbatch Market Size, By Type, By Volume, 2016-2021F ('000 Metric Tons)
Table 11: Various Plastic Components Used in Vehicles
Table 12: Types of Nanoparticles Used in Masterbatch Production
Table 13: A. Schulman's Manufacturing Facilities in Europe
Table 14: Clariant International Limited Facilities in Europe
Table 15: Ampacet Europe S. A. Facilities in Europe
Table 16: PolyOne Corporation Facilities in Europe
Table 17: Distributors of Hubron's Products in Europe
Table 18: Tosaf Group Key Details, 2014
Table 19: Europe Tosaf Group Production Facilities and its Products
Table 20: Europe Masterbatch Market CAGR, By Type, By Volume, 2011-2021F
Table 21: Europe Masterbatch Market CAGR, By Application, By Volume, 2011-2021F

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