Plastic Color Concentrates Market in Latin America - Segmented by Product Type, By Application Industry, and Geography - Trends and Forecasts (2015-2020)

Description: The Latin America plastic color concentrates market was valued at USD 491.79 million in 2015 and is expected to reach USD 649.98 million by 2020, growing at a CAGR of 5.74% during the forecast period of 2015-2020. Color concentrates such as masterbatch are liquid or solid additives for plastics, used for coloring plastics or enhancing the properties of plastics via additives such as flame resistant, antimicrobial properties, anti-fouling properties, and UV light resistant. The color masterbatch is added to plastics in the form of additives; it can aid in enhancing the appeal of the product and improving the product design and development process.

The market is driven by the increasing usage of plastics in the automotive industry and the growing usage in consumer goods and electrical appliances. However, this market faces certain drawbacks such as shortage of raw material, which in turn, leads to high prices of master batch.

The Latin America plastic color concentrate market has been segmented by type into, masterbatch and liquid concentrates. By application, the market has been segmented into the following sectors namely, automotive, sports & leisure (including toys), packaging, films, pharmaceutical, agriculture, and non-woven fabrics. In addition, the market has also been segmented by geography into Argentina, Brazil, Chile, Peru, Columbia, Mexico, and Rest of LATAM (Latin America). In terms of market revenue in 2015, Mexico led the market with a share of 30%.

Furthermore, the shifting focus towards organic alternatives and towards the usage of liquid concentrates may offer numerous opportunities for growth of the Latin America plastic color concentrate market. Some of the major companies dominating the market with their products, and continuous product developments are Clariant International Ltd., A. Schulman, PolyOne Corp., Cabot Corp., and Ampacet Corp.

Key Deliverables in the Study:

- Market analysis for the Plastic Color Concentrates Market in LATAM, with region specific assessments and competition analysis on global and regional scales
- Market definition along with the identification of key drivers and restraints
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
- Extensively researched competitive landscape section with profiles of major companies along with their market shares
- Identification and analysis of the macro and micro factors that affect the Plastic Color Concentrates Market in LATAM on both global and regional scales
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
- Insights on the major countries/regions in which this industry is booming and to also identify the regions that are still untapped

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Contents:
1. Introduction
   1.1 Description
   1.2 Research Methodology
2. Executive Summary
3. Latin America Plastic Color Concentrates Market
   3.1 Industry Value Chain
3.2 Industry Attractiveness - Porter’s Five Force Analysis
3.2.1 Bargaining Power of Suppliers
3.2.2 Bargaining Power of Buyers
3.2.3 Threat of New Entrants
3.2.4 Threat of Substitute Products and Services
3.2.5 Degree of Competition
4. Market Dynamics
4.1 Drivers
4.1.1 Increasing Usage of Plastics in Automotive Industry
4.1.2 Growing Usage in Consumer Goods and Electronic Appliances
4.2 Restraints
4.2.1 Raw Material Shortage and Increasing Prices
4.2.2 Stringent Regulations regarding usage of plastics
4.3 Opportunities
4.3.1 Shifting Focus towards Organinc Alternatives
4.3.2 Shifting Focus towards Liquid Concentrates
5. Market Segmentation and Analysis
5.1 By Type
5.1.1 Masterbatch
5.1.2 Liquid Concentrates
5.2 By End-user
5.2.1 Automotive
5.2.2 Building and Construction
5.2.3 Sports & Leisure (including Toys)
5.2.4 Packaging
5.2.5 Films
5.2.6 Pharmaceutical
5.2.7 Agricultural
5.2.8 Non-woven Fibers
6. Regional Analysis
6.1 Argentina
6.1.1 PESTEL Analysis
6.2 Brazil
6.2.1 PESTEL Analysis
6.3 Chile
6.3.1 PESTEL Analysis
6.4 Peru
6.4.1 PESTEL Analysis
6.5 Colombia
6.5.1 PESTEL Analysis
6.6 Rest of Latin America
7. Competitive Landscape
7.1 Mergers & Acquisition, Joint Ventures, Collaborations, and Agreements
7.2 Market Share Analysis
7.3 Strategies Adopted by Leading Players
8. Company Profiles
8.1 Plastic Converters
8.1.1 Plasticos Mueller
8.1.2 GERRESHEIMER PLÁSTICOS SÃO PAULO LTDA.
8.1.3 Braspacck Embalagens Do Nordeste S/A
8.1.4 Grupo Copobras
8.1.5 Advance Plastics SA
8.1.6 Aislantes De Cuyo SA
8.1.7 Mastropor SA
8.1.8 Clopay Plastic Products Co., Inc.
8.1.9 Envases Cmf S.A
8.1.10 Afa Plasticos ltd.
8.1.11 Reciclajes Austral S.A
8.1.12 G&m Maquinas Industriales Ltda
8.1.13 Inversiones Ramatell Ltda
8.1.14 Representaciones Adendorf
8.1.15 Typack S.A
8.1.16 Duratec Vinilt
8.1.17 Link Latin America SA
8.1.18 Karplast
8.1.19 Akro-Plastic
8.1.20 America Lids SA
8.1.21 BCF plastics
8.1.22 Brasalpla Brasil Industria De Embalagens Ltda.
8.1.23 Real PVC
8.1.24 Wisewood Eco Solutions S.A.
8.1.25 Vitopel
8.1.26 Videolar Innova
8.1.27 Grupo SR Embalagens
8.1.28 Sansuy S/A Plastics Industry
8.1.29 Minaplast
8.1.30 Kanaflex S/A Plastics Industry
8.1.31 Amfora Packaging
8.2 Plastic Color Concentrates Producers
8.2.1 A.Schulman
8.2.2 Ampacet Corp.
8.2.3 Cabot Corp.
8.2.4 Clariant International Ltd.
8.2.5 Cromex
8.2.6 Dow Plastics Additives
8.2.7 Hubbon International
8.2.8 Marzullo S.A
8.2.9 Plastiblends
8.2.10 Polyone Corp.
8.2.11 Sun Chemical Do Brasil Ltda
8.2.12 Tosaf Group
8.2.13 Recubrimientos Plasticos SA DE CV
8.2.14 Mastercol
8.2.15 Colorandino SAC
8.2.16 Chemitech
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