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

Description: The Global Plastic Color Concentrates Market has been estimated at USD 4.917 billion in 2015 and is projected to reach USD XX.XX billion by 2020, at a CAGR of XX% during the forecast period. Color concentrates such as masterbatch is a liquid or solid additive for plastic, which is used for colouring plastics or enhancing the properties of plastics via additives such as flame retardancy, antimicrobial properties, anti-fouling properties, and UV light resistance. Color masterbatch are added to the plastics in the form of additives, and they aid in enhancing the appeal of the product and improving the product design and development process.

Plastic color concentrates can be used for various applications such as automotive, sports and leisure, packaging, films, pharmaceutical, and non-woven fibers. Packaging is the major application in the plastic color concentrates market, accounting for a share of XX.XX % in 2015. The automotive segment will be the fastest growing segment, growing at a CAGR of XX.XX% in 2015.

The market is driven by increasing usage of plastics in automotive industry and growing usage in consumer goods and electrical appliances. However, this market faces certain drawbacks such as shortage of raw material, stringent government regulations regarding usage of plastics which in turn is leading to high prices of masterbatch.

Asia-Pacific is the leading consumer of plastic color concentrates in 2015 accounting for a share of XX%, followed by North America and Europe. The plastic color concentrates market in China will at a high rate during the forecast period owing to the huge demand from the plastic packaging industry in China.

Furthermore, the shifting focus towards organic alternatives and shifting focus towards the usage of liquid concentrates will offer numerous opportunities in the growth of the Plastic Color Concentrate market. Some of the major companies dominating the market with its products, and continuous product developments are Clariant International Ltd., A.Schulman, PolyOne Corp., Cabot Corp, Dow Plastics International, Ferro Corporation, Polyplast Muller Group, Hubron International, and Ampacet Corp.

Key Deliverables in the Study:
- Market analysis for the Global Plastic Color Concentrates Market, 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 global Plastic Color Concentrates market 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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