



## Market Report

# World Pigment Market

### 2<sup>nd</sup> Edition

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## Abstract

Global demand on pigments was estimated at roughly US\$20.5 billion in 2009, around 1.5-2% up from the previous year. It is predicted to increase in a stable growth rate in the coming years. The world sales will increase to US\$ 24.5 billion in 2015, and reach US\$ 27.5 billion in 2018.

Pigment producers, particularly those for high performance pigments are facing market restructuring and price adjustment as market leaders are looking for measures to keep margin and to strengthen market position.

Acmite Market Intelligence has finished the latest update on the world pigment market report. It is ready for order.

The study examines the current market structure and application areas, provides extensive market data of 2009, and market forecast through 2012 to 2018. It also outlines the competition landscape, evaluates market chances and risks and anticipates future trends based on a series of influence factors.

- 230 pages analyzing the market
- 60 figure tables
- 280 leading manufacturers profiled

With a multi-dimensional and in-depth view of world surfactant market, this report is ideal help for you with decisions about international market penetration, business expansion or project feasibility analysis.

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## **SAMPLE READING**

65% in the top 35 countries, internet advertisement is more important than any other ways of advertisement, e.g. magazine, news paper. A large part of promotion budget flows to internet, resulting in lower growth for printing advertisement which is traditionally a high profit business for pigment users.

## **Negative effects of REACH**

Although REACH is designed to bring benefits to society and industry and create new innovations and products, it has also negative effects for chemical industry.

### a. Crowding out of R&D-capacity

Especially smaller companies have a limited number of employees for product development. It is thought that these employees will work on filling in REACH files instead of developing new products.

### b. Less substances available for research

There are two reasons why REACH will result in a decrease of a number of substances that can be used for R&D. First of all there are substances that have negative effects on health and the environment; these will not be authorised or only be allowed for certain uses. Secondly some chemical companies will decide to take some low volume substances from the market, because of administrative and test costs. This rationalisation of the portfolio results in less substances in the toolbox of chemists, who want to use them to make new products. (EU2004 REACH: The Impact of REACH on Society and Business)

### c. Extra costs loaded on pigment producers

The costs include pre-registration costs, costs of testing, costs of chemical safety assessment, registration costs.

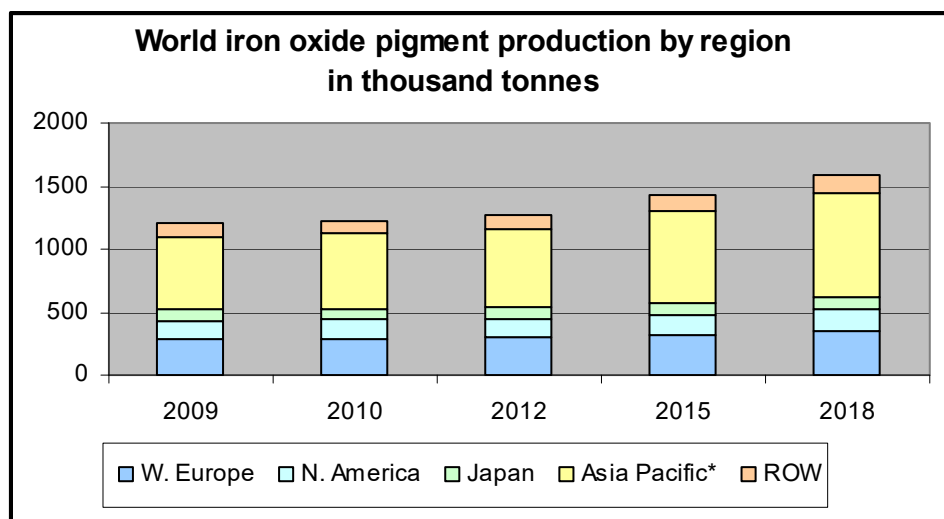
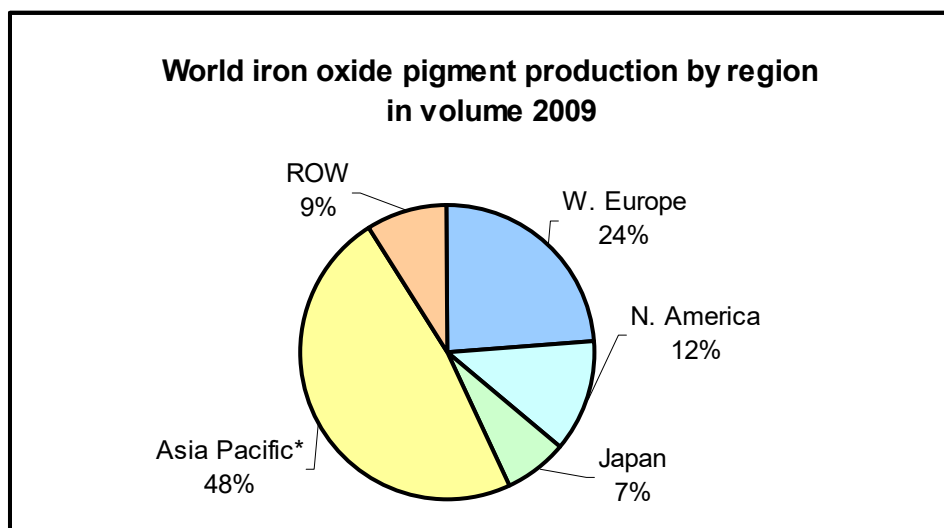
Other main concern of the colorants industry regarding REACH is that REACH is too bureaucratic and complex; and would have a disproportionate cost impact on the pigment sector.

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**Iron Oxide pigment production by region in thousand tones**

	2009	2010	2012	AAGR	2015	2018	AAGR
W. Europe	290	293	298	1.2%	323	349	2.5%
N. America	145	146	148	1.0%	159	171	2.3%
Japan	85	85	86	1.0%	92	99	2.1%
Asia Pacific*	580	596	630	3.1%	723	829	4.5%
ROW	109	110	114	1.8%	127	141	3.5%
Total	1207	1230	1276	2.0%	1425	1589	3.6%



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## 6.4 Printing inks

### 6.4.1 Definition and applications

Printing ink is a semisolid colored or pigmented quick drying ink made especially for use in printing.

Inks are generally made from following materials, available in many variations.

- a colorant, namely a pigment or dye;
- a carrying vehicle, usually petroleum or vegetable oils, solvents, or water;
- resin binders;
- additives such as wetting agents, waxes
- driers

Pigments account for about 10% of printing ink shipments by weight, but they account for a more significant share of the cost. Carbon black is the single largest type of pigment used in printing ink, accounting for about 70% of printing pigment volume, while the more expensive organics, including azos and phthalocyanines, dominate in value. Specialty pigments are used in part for creating specific effects, representing a small but fast-growing market.

Printing inks are mainly applied in publishing printing, commercial printing and packaging printing. Packaging customers are the most demanding. There are always requirements for unique color and tone so as to achieve visual impact and product differentiation. Although printing ink as whole grows by a rate almost lower than GDP growth, there is fast increasing demand in niche application fields such as security printing, anticounterfeiting printing, and etc.

The printing process is an industry-internal influence factors for the ink makers. There are five general classes of printing processes:

- relief printing, which includes letterpress and flexography
- ... ..

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## **Sanyo Color Works Ltd. (Japan)**

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10-2 4-Chome, Honcho, Nihonbashi, Chuoku  
Tokyo 103-0023  
Japan  
Phone: +81 3 3663 3401  
Fax: +81 3 3661 3016  
<http://www.sanyocolor.jp>

Year of Foundation: 1931

Number of Employees: more than 300

Revenue: JPY 8,600 million (2009)

### **Company profiles**

Sanyo Color Works Ltd. is the first organic pigment manufacture in Japan. The company supplies pigments and colorants for ink, paint, textile, plastic field, and also provides the digital device field with special functional pigment and NANO-meter sized dispersion technology.

Sanyo Color Works Ltd. manufactures the following pigments:

- Organic pigments in paste or powder form:
  - Azo pigment: Red, Yellow, Orange
  - Phthalocyanine pigment: Blue, Green
  - Dioxazine pigment: Violet
  - Phthalocyanine dye: Blue
- Non Water-based processing pigments (Processed organic / inorganic pigments dispersed in rubber, PMMA resin etc.):
  - For rubber: PIGMOTEX COLOR
  - For PVC: SOPROTNER COLOR

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# Order Form

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C4622	World Pigment Market Volume II	330	<input type="checkbox"/> EUR 790	<input type="checkbox"/> EUR 990	<input type="checkbox"/> EUR 1290
C4620	World Pigment Market Total (Volume I + II)	560	<input type="checkbox"/> EUR 1990	<input type="checkbox"/> EUR 2390	<input type="checkbox"/> EUR 3390
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