



Market Report

World Pigment Market

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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.

- Ca. 230 pages analyzing the market
- Ca. 60 figure tables
- Ca. 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.

Table of Contents

Volume I

1. Definition	1
1.1 Colorants	1
1.2 Pigment	1
1.3 Dyestuff	2
1.4 Pigment and dye.....	2
1.5 Pigments and fillers	3
2. Segmentation	5
2.1 Inorganic pigments	5
2.2 Organic pigments	6
2.3 Specialty pigments	7
2.4 Pigment characteristics	8
3. Macro-environment.....	11
3.1 Trends in the world economy and the chemical industry	11
3.2 The chemical industry.....	15
3.3 Industry concentration	18
3.4 Laws and legislations concerning chemical industry	20
4. Pigment market	23
4.1 Market data	23
4.1.1 World pigment market overview	23
4.1.2 World pigment production.....	27
4.1.4 World pigment market by type	49
4.2 Market trends and chances	53
4.3 Market drivers and opportunities	59
4.4 Market restrains and challenges.....	64
4.5 Innovations and technologies	68
4.6 Competition situation of pigment market	74

4.7 Measures of pigment producers to meet industry challenges.....	78
5. Product.....	85
5.1 General properties of pigments	85
5.2 Inorganics vs. organics.....	86
5.3 Inorganic pigments	88
5.3.1 Important properties of inorganic pigments	88
5.3.2 White pigments.....	92
5.3.2.1 Titanium dioxide (TiO ₂) pigments.....	94
5.3.2.1.1 Titanium dioxide (TiO ₂) overview	94
5.3.2.1.2 World production of TiO ₂ pigment by process.....	97
5.3.2.1.3 World TiO ₂ production capacity by region.....	98
5.3.2.1.4 World TiO ₂ pigment consumption by region.....	100
5.3.2.1.5 World TiO ₂ pigment market by application.....	102
5.3.2.1.6 Industrial dynamics and competition.....	106
5.3.2.2 Zinc sulfide pigments.....	108
5.3.2.3 Zinc oxide (ZnO, Zinc White).....	110
5.3.3 Black pigment.....	111
5.3.3.1 Carbon black pigment market.....	111
5.3.3.2 Black pigment market by application	113
5.3.3.3 Other black pigments.....	116
5.3.4 Inorganic color pigments	117
5.3.4.1 Classification of inorganic color pigments.....	117
5.3.4.2 World market of color pigment.....	119
5.3.4.3 World market of inorganic color pigments	125
5.3.4.4 Iron oxide pigments	130
5.3.4.4.1 World iron oxide pigment production by type.....	132
5.3.4.4.2 World Iron Oxide pigment production by region.....	134
5.3.4.4.3 World iron oxide pigment market by region	136
5.3.4.4.4 World Iron oxide pigment market by application.....	138
5.3.4.5 Chromium oxide pigment.....	140

5.3.4.5.1 Products, properties and uses	140
5.3.4.5.2 World market and application of chromium oxide pigment	142
5.3.4.6 Complex inorganic pigments / mixed metal oxide pigments (MMO)	144
5.3.4.6.1 Products, properties and uses	144
5.3.4.6.2 World market and application of MMO pigments	146
5.3.4.7 Chromate pigments	148
5.3.4.7.1 Products, properties and uses	148
5.3.4.7.2 World market and applications of chromate pigments	149
5.3.4.8 Other inorganic color pigments	151
5.4 Organic pigments	152
5.4.1 Azo pigments	155
5.4.1.1 Products, properties and uses	155
5.4.1.2 World market and application of azo pigments	156
5.4.1.3 Monoazo yellow and orange pigments	159
5.4.1.4 Disazo pigments	160
5.4.1.5 β -Naphthol pigments	163
5.4.1.6 Naphthol AS pigments	164
5.4.1.7 Benzimidazolone pigments	165
5.4.1.8 Disazo condensation pigments	167
5.4.2 Polycyclic pigments (Nonazo pigments)	169
5.4.2.1 World market and application of polycyclic pigments	169
5.4.2.2 Phthalocyanine pigments	173
5.4.2.3 Quinacridone pigments	175
5.4.2.4 Perylene and perinone pigments	176
5.4.2.5 Other polycyclic pigments	178
5.4.3 Other organic pigments	179
6. Applications	181
6.1 Application overview	181
6.2 Pigment demand by application field	183
6.2.1 World pigment market by application	183

6.2.2 Pigment market by application in the Western Europe	186
6.2.3 Pigment market by application in North America	188
6.2.4 Pigment market by application in Japan	190
6.3 Paints & coatings.....	194
6.3.1 Definition and application:	194
6.3.2 Market size and forecast	197
6.3.3 Market trends, chances and risks	202
6.4 Printing inks.....	205
6.4.1 Definition and applications.....	205
6.4.2 Market size and forecast	208
6.4.3 Market trends, chances and risks	215
6.5 Plastics and rubber.....	217
6.5.1 Definition and applications.....	217
6.5.2 Market size and forecast	220
6.5.3 Market trends, chances and risks	225
6.6 Other application fields	227
6.6.1 Paper and paperboard.....	227
6.6.2 Textiles and leather	228
6.6.3 Cosmetics and toiletries	230

Volume II

Company profiles (ca. 280).....	1-331
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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.

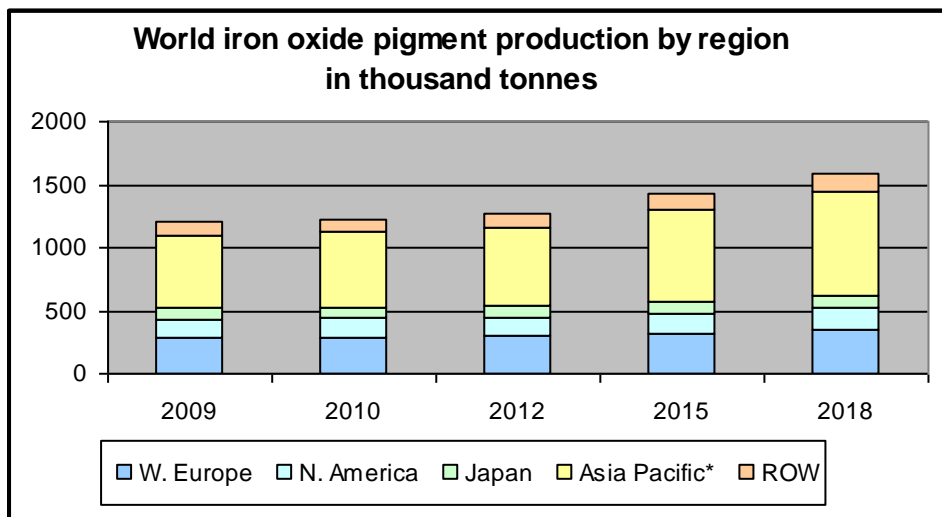
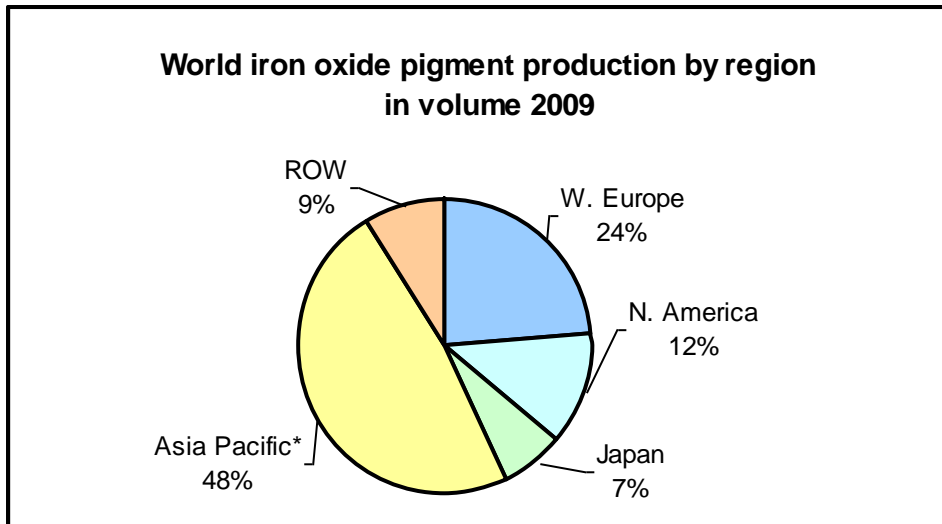
Other main concern of the colorants industry regarding REACH is that REACH is too bureaucratic and complex; and would have a disproportionate cost impact on the pigment sector.

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(Vol I, Page 66)

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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(Vol I, Page 134)

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
-

(Vol I, Page 205)

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 profile

Sanyo Color Works Ltd. is the first organic pigment manufacturer 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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(Vol.II, Page 260)

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C4620	World Pigment Market, Total(Volume I + II)	Ca. 560	<input type="checkbox"/> EUR 1590	<input type="checkbox"/> EUR 1790
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