



AMI

Thermoplastic Concentrates in the USA & Mexico

Press release

Press release: More change and opportunity in the North American concentrate market

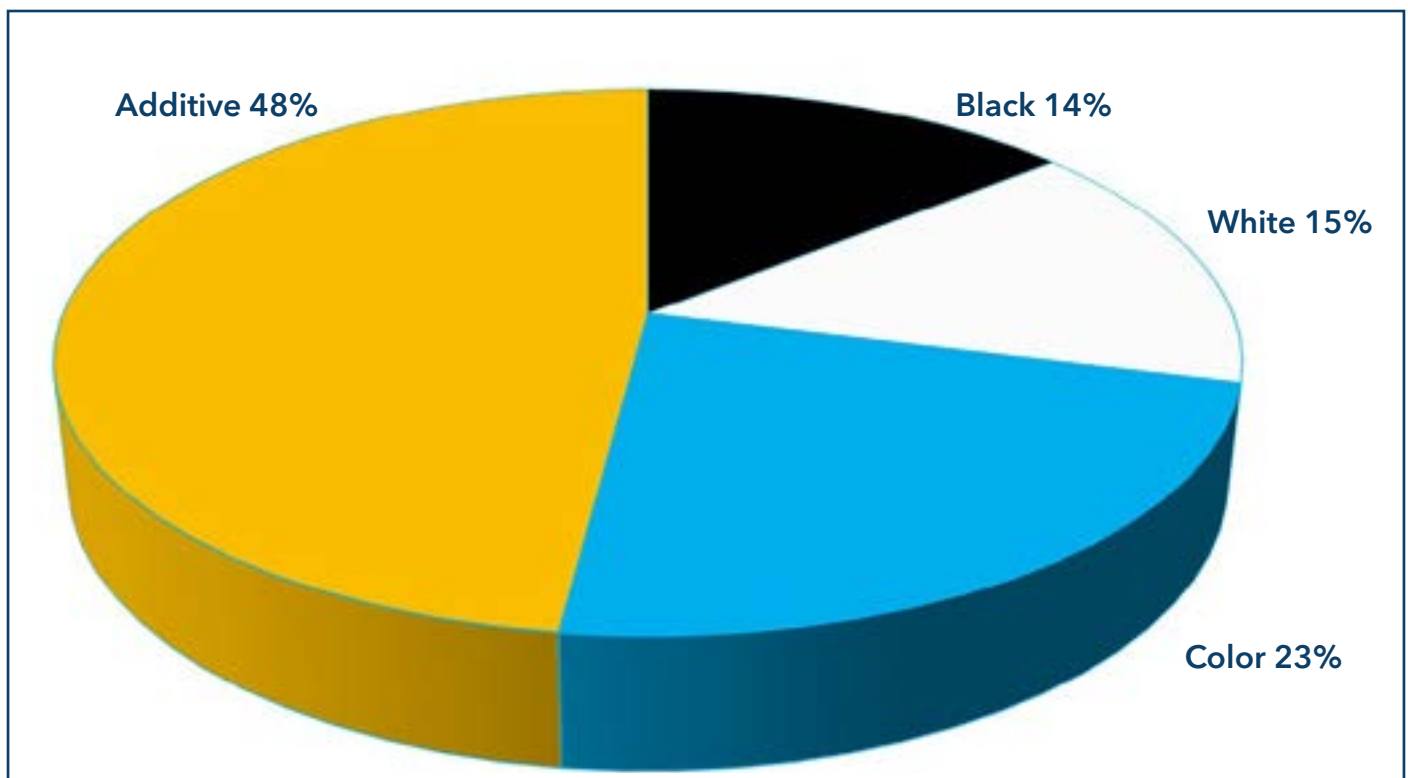
According to the latest research from AMI Consulting, the NAFTA market for thermoplastic concentrates continues to be one of the most dynamic opportunities within the plastics industry. Product demand is increasing in all product areas against a background of material advance. However, the real opportunity arises from technical changes in the market which necessitate more technically advanced products and services. Among the many drivers of demand, the most important are the move of polymer solutions into more scientifically sophisticated applications where the combination of pigments and additives requires greater expertise and formulation skill. A secondary factor which the report identifies is the growing need to “refresh” the characteristics and colours of recycled resin. Increasing demand for more sustainability within the industry has called for new solutions and services, which the concentrate industry is ideally placed to deliver.

Customer service needs, among leading plastic processors and major brands, are also demanding greater investments and technical resources, which benefit the sophisticated and focussed supplier.

North America is at the forefront of innovation among global brands, developments in the region tend to migrate out to the whole world, this further enhances the local industries’ value contribution.

The strong nature of the local industry has also led to structural change in recent years. There have been a number of mergers and acquisitions in the business with the recent formation of Avient Corporation between the already leading players of PolyOne and Clariant; a leading indicator. Other players, notably Chroma Color Corporation, Colortech and National Plastics have also enhanced their market status. The other notable trend has been increased investments on a global scale, this includes a number of non-American companies investing in the region and American companies making new moves in other regions.

Thermoplastic concentrate production in USA and Mexico 2020



The business has strong growth prospects and an ongoing period of corporate change an adjustment. These trends provide a strong foundation for profit and prosperity, as the industry continues its characteristic of advancing at rates ahead of the overall growth in prime polymer demand. The delta between polymer growth and concentrate market advance will narrow, however the prospects are still very good in value added areas such as custom color and additive materials.

The largest market for concentrate in North America is still for additive types (especially mineral based products), while the color segment is the most important in value terms in a market now exceeding \$3.5 billion in sales.

AMI concludes that the market in North America will continue to grow, albeit at levels much lower than has historically been the case, because of much slower growth in the traditional volume markets for concentrate in polyethylene film and blow moulding. Opportunities will arise in more speciality sectors such as grass yarn, WPC's and high performance packaging and in the growing use of recycled materials that will require additive packages to modify performance.

Thermoplastic Concentrates in the USA and Mexico is a detailed market report from Andrew Reynolds, Director, Advance BIDCO (owner of AMI).

Andrew is a keynote speaker at the **Thermoplastic Concentrates & Masterbatch Virtual Summit**, which will be held 26th-29th April 2021. This year our two renowned conferences Thermoplastic Concentrates and Masterbatch are united into an exclusive global virtual event.

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MARKET REPORT

Thermoplastic Concentrates in USA and Mexico 2021

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AMI

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AMI is the leading provider of events and market intelligence for the global plastics industry. We have been organising conferences focused on more than 50 specific polymer markets and technologies for more than 30 years. Our business is underpinned by our talented people, their expert understanding of the industry, and our comprehensive and detailed databases.

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