

Lithopone Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

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Report description:

The global lithopone market value reached around USD 193.14 Million in 2024. Key drivers that contributed to this growth include the expansion of the paints and coatings industry, where lithopone is increasingly used as a white pigment and opacifier. Additionally, the growth in the plastics sector is boosting demand, as lithopone enhances the quality of plastic materials. The industry is expected to grow at a CAGR of 3.30% during the forecast period of 2025-2034 to attain a value of USD 267.22 Million by 2034. The rising popularity of leather goods also supports market growth, as lithopone is used in leather applications. Furthermore, increased paper production is driving demand for lithopone in the paper industry. Infrastructure development projects worldwide are creating higher demand for paints and coatings, further propelling market expansion.

Lithopone Market Growth

Lithopone is an insoluble white pigment that precipitates upon mixing barium sulphate and zinc sulphide solutions. It is known by several other names including enamel white, barium zinc sulphate sulphide, and zincolith, among others. The rising applications of lithopone in paint formulations, joint compounds, putties, and road marking paints are significantly driving growth of lithopone market. This is due to its ability to enhance the fungicidal properties of paints and improve the substrate's weather resistance.

For example, road marking paints that use lithopone are known to last longer and maintain brightness, even under harsh weather conditions. Moreover, lithopone's role in plastic resin systems is gaining traction, as it improves UV protection properties, making it a popular choice in the production of plastic goods exposed to sunlight. As consumer demand for durable plastic products grows, lithopone's usage in plastic production is expected to rise.

Lithopone's role as a non-toxic alternative to lead-based pigments has heightened its adoption in various consumer products, contributing to the overall lithopone market revenue. The print advertisement and publishing sectors are also contributing to demand for lithopone, as it is widely used as a white pigment in printing inks. Lithopone-based inks offer superior smoothness and

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opacity, making them ideal for high-quality printing. For instance, leading printing companies have adopted lithopone for magazine and brochure printing due to its ability to provide a premium finish.

Key Trends and Developments

Rising demand in eco-friendly paints and coatings, increased application in plastics for UV protection, and growth of printing ink market are the key trends propelling the market growth.

September 2024

Nippon Paint reported a 12.6% increase in revenue for the nine months ending September 30, 2024, with projections indicating total revenue could reach 1.6 trillion yen by the end of the fiscal year. This growth is attributed to higher demand for its paints and coatings, particularly in the automotive sector.

July 2024

Venator Materials PLC divested its 50% stake in the Louisiana Pigment Company's titanium dioxide facility to Kronos Worldwide for USD 185 million. This move allowed Venator to streamline operations while enhancing its international presence in the speciality chemicals sector.

July 2023

Vishnu Chemicals Ltd began commercial production of Precipitated Barium Sulfate (Blanc Fixe) at its facility in Andhra Pradesh, India. The facility can produce 30,000 TPA of precipitated barium sulfate, which will also have high whiteness and purity. The company intends to meet domestic demand while also expanding exports to Europe and North America. Also, as barium is used in making of lithopone, it can also affect lithopone market outlook.

January 2023

Xiangtan Red-Swallow Chemical Co. Ltd., a prominent manufacturer in the lithopone market, announced plans to expand its production capacity by 50%. This decision was made in response to the rising demand for lithopone products.

Rising Demand in Eco-friendly Paints and Coatings

With the increasing focus on sustainability and environmental safety, the demand for eco-friendly paints and coatings is rising, especially due to stringent environmental regulations such as the European Union's REACH (Registration, Evaluation, Authorisation, and Restriction of Chemicals) framework, which limits the use of toxic chemicals in paints. The EPA (Environmental Protection Agency) standards in the U.S. further restrict volatile organic compounds (VOCs) in coatings. As lithopone is a non-toxic alternative to heavy metals like lead, it is becoming more widely adopted. Paint manufacturers in Europe and the U.S. are increasingly using lithopone in formulations to meet these regulations, boosting the lithopone demand growth.

Increased Application in Plastics for UV Protection

As per industry reports, the global plastics market is experiencing significant growth, with the sector expected to produce 600 million metric tonnes of plastic by 2025. Lithopone's ability in enhancing UV protection in plastics is useful for automotive and construction industries, where materials are required to withstand prolonged exposure to sunlight. For example, outdoor plastic products and automotive components rely on lithopone to prevent discolouration and degradation caused by UV rays. As the

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demand for durable plastic materials grows, this trend in lithopone market is expected to continue.

Rising Infrastructure Investments in India

India's ambitious National Infrastructure Pipeline (NIP) aims to invest USD 1.4 trillion by 2025, which can significantly impact the demand for paints and coatings where lithopone is a key ingredient. Additionally, India's automotive production saw an increase of 11.1% in 2023, reaching over 4.7 million vehicles, which further drives the need for plastic components and coatings that incorporate lithopone.

Rising Demand in China

China is a dominant player in the lithopone market due to its rapidly growing plastic resins sector. This surge is largely due to the country's extensive manufacturing base and its significant consumption of paints and coatings, which use lithopone for its opacity and durability. The Chinese government's focus on infrastructure development and urbanisation further fuels this demand, as seen in various construction projects across the nation. In 2023, China's infrastructure investment increased by 5.9% year-on-year, reaching approximately USD 1 trillion allocated for various construction initiatives. This includes significant investments in electric power grid construction, where China invested about 428 billion yuan (approximately USD 60 billion) in 2023 alone.

Lithopone Market Trends

Lithopone is widely used in printing inks for packaging due to its ability to offer superior opacity and print clarity. Due to labelling regulations, lithopone-based inks are increasingly used in food packaging where clear and vibrant printing is necessary for branding. As the demand for high-quality printed packaging materials continues to expand, lithopone's use in the printing inks sector is expected to grow, further driving the market forward.

The growing demand for non-toxic pigments in paints, coatings, plastics, and printing inks industries is another factor bringing various lithopone market opportunities. As regulations like the EU's REACH and the U.S. EPA's VOC standards push manufacturers to adopt safer materials, lithopone is gaining favour as a replacement for toxic pigments like lead and cadmium.

Opportunities in Lithopone Market

Other market opportunities stem from the expanding construction and automotive sectors in emerging markets such as India and China, where durable coatings and UV-resistant plastics are in high demand. Additionally, the increasing focus on recyclable plastic packaging creates an opportunity for lithopone. A Global Plastics Association survey revealed that 55% of packaging manufacturers are looking to integrate more sustainable materials, including additives like lithopone, to improve product longevity and recyclability. These factors offer strong growth potential for lithopone across multiple sectors.

Lithopone Market Restraints

One of the key factors restraining the growth of the market is the increasing competition from titanium dioxide (TiO₂) market, which offers superior opacity and brightness compared to lithopone. Titanium dioxide has become the preferred white pigment in several industries, including paints, coatings, and plastics, due to its high refractive index and better performance, despite being more expensive. Additionally, the limited availability of raw materials required for lithopone production, such as barium sulfate and zinc sulfide, can cause supply chain challenges, impacting production and raising costs. Furthermore, the environmental concerns associated with zinc sulfide mining are prompting stricter regulations, which may impact lithopone demand forecast.

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The EU Mining Waste Directive (Directive 2006/21/EC) has also imposed stricter regulations on the management of waste from mining zinc and barium. Compliance requires significant investment in waste treatment, environmental assessments, and storage, increasing operational costs. The European Environmental Agency (EEA) estimated that companies in the extractive sector now allocate approximately 5-7% of their annual budget to meet regulatory compliance. For lithopone manufacturers, this added expense translates into higher production costs, ultimately limiting the competitiveness of lithopone.

Lithopone Industry Segmentation

□Lithopone Market Report and Forecast 2025-2034□ offers a detailed analysis of the market based on the following segments:

Market Breakup by Product

- Lithopone 28%
- Lithopone 30%
- Lithopone 60%

Market Breakup by Application

- Paper and Pulps
- Rubber
- Paints and Coatings
- Plastics
- Printing Inks
- Leather
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Lithopone Market Share

Market Insights by Product

Lithopone 28% containing 28% zinc sulfide, is commonly used in low-cost paint formulations and plastics due to its cost-effectiveness and satisfactory performance. With the expansion of packaging and construction industries, the demand for lithopone 28% has also increased. For example, in 2023, several Asian plastic manufacturers adopted lithopone 28% to cut costs while maintaining UV resistance in their plastic products. Lithopone 30%, containing 30% zinc sulfide, is also popular in printing inks, coatings, and rubber applications. The demand for lithopone 30% in Europe's printing sector and packaging industry is on the rise as opacity and smoothness in print layouts is essential. In 2023, plastic news industry reported a 15% rise in the use of Lithopone 30% in plastic production.

As per the lithopone industry analysis, lithopone 60%, with a higher zinc sulfide content, offers superior whiteness and opacity and

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is used in premium applications like high-grade paints, coatings, and cosmetics. Due to its enhanced performance, this grade commands a higher price and is preferred in sectors requiring superior durability and whiteness, such as automotive coatings. A 2024 industry report from Coatings World revealed that Lithopone 60% is increasingly being adopted by companies seeking non-toxic alternatives to titanium dioxide in eco-friendly inks and road safety markings in the United States and Europe.

Market Insights by Application

The paints and coatings segments are expected to grow rapidly over the forecast period due to their rising applications in the automotive sector for their anti-rusting and anti-corrosive properties. The use of paints and coatings for interior and exterior applications is on the rise for various industrial and residential purposes, which in turn is aiding the market growth. Moreover, lithopone based paints and coatings are known to provide protection against algal and fungal growth as well as resistance against ultraviolet radiations, thus boosting lithopone demand.

Lithopone is used in the paper industry to enhance whiteness and improve the opacity of papers. This segment is growing steadily due to the demand for high-quality printing paper. For example, a 2023 report from Pulp and Paper News noted a 7% increase in the adoption of lithopone in eco-friendly paper production, particularly in North America.

In the rubber industry, lithopone is used as a filler to improve the durability and resistance of rubber products. The rise in automotive production has led to increased demand for rubber additives. Industry Today reported in 2024 that lithopone uses in rubber manufacturing have grown by 12% in recent years. This is due to rising demand for weather-resistant tires and rubber parts in the automotive sector, further leading to lithopone market growth.

Lithopone also acts as a key pigment in printing inks for its ability to provide excellent smoothness and opacity. With the growth of the packaging industry, there has been a surge in demand for high-quality printing inks. As per industry reports, the use of lithopone in printing inks grew by 8% in 2023, especially in food packaging materials. Furthermore, lithopone is used in leather finishing to improve the whiteness and smoothness of leather surfaces.

Lithopone Market Regional Insights

North America Lithopone Market Trends

The North American market is driven by the growing demand for eco-friendly products in industries like paints, coatings, and packaging. The region's stringent environmental regulations, such as the EPA's restrictions on VOCs, have prompted manufacturers to adopt lithopone as a non-toxic alternative to other pigments. Coatings World reported in 2024 that U.S. paint manufacturers increased their use of lithopone by 5%. Additionally, the growing focus on using biodegradable plastics in the automotive and construction sectors is fuelling market growth in North America.

Asia Pacific Lithopone Market Drivers

Asia Pacific is the largest and fastest-growing market for lithopone, driven by expanding construction, plastics, and automotive industries in countries like China, India, and Southeast Asia. China holds a dominant lithopone market share due to its massive demand for paints and coatings and plastic products. According to a 2023 report by Chemical Weekly, the demand for lithopone in China grew by 8%, especially in the plastic resins market. India's rising infrastructure projects and automotive production are further contributing to the growth. Indian infrastructural projects such as the National Infrastructure Pipeline (NIP) aims to invest USD 1.4 trillion by 2025, which is driving demand for paints and coatings, where lithopone is used as a key pigment. Additionally, India's automotive production surged by 11.1% in 2023, reaching over 4.7 million vehicles. This growth in the automotive sector is increasing the demand for plastic components and coatings, both of which uses lithopone, contributing to the market's growth in

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the APAC region.

Europe Lithopone Market Opportunities

Europe is a significant market for lithopone due to its strict environmental regulations. The EU's REACH regulations and the EU Mining Waste Directive have driven demand for lithopone as a safer alternative to toxic pigments like lead. Countries like Germany and France are leading the adoption of lithopone in printing inks, coatings, and plastics. A 2024 report from the European Coatings Journal indicated that lithopone demand in Europe rose by 6%, largely due to its use in green building materials and environmentally friendly coatings.

Latin America Lithopone Market Growth

In Latin America, the market is growing steadily due to increasing demand from the construction and plastics sectors. Countries like Brazil and Mexico are experiencing a rise in infrastructure projects, which is driving the need for lithopone in paints and coatings. In Brazil, the government has planned over USD 50 billion in infrastructure investments through its Growth Acceleration Program (PAC) till 2026, with major focus on transportation, energy, and housing. Similarly, Mexico's infrastructure investment is expected to reach USD 44 billion by 2024, with major projects dedicated to rail, highways, and urban development. These infrastructure expansions are increasing demand for paints and coatings, where lithopone is increasingly being used as a pigment, supporting the market's growth in Latin America. Additionally, according to a 2023 report by Latin America Construction Review, the demand for decorative paints has increased by 5%, contributing to lithopone adoption in these applications.

Middle East and Africa Lithopone Market Dynamics

In Saudi Arabia, the Saudi Vision 2030 initiative aims to invest over USD 1 trillion in infrastructure, including the development of megaprojects like NEOM and Qiddiya. This can boost the demand for high-quality paints and coatings and subsequently, the demand for lithopone. However, competition from alternative pigments like titanium dioxide poses a challenge. Despite this, recent innovations in nano-scale lithopone for better environmental performance is driving growth in the region.

Competitive Landscape of Lithopone Market

Market players in the lithopone sector are primarily focusing on expanding their product offerings and geographical reach. They are investing in the development of advanced formulations, such as reinforced and nano-scale lithopone, which enhance performance characteristics like weather resistance and opacity. Additionally, companies are targeting emerging markets in Southeast Asia, where rising consumption of plastics and coatings is anticipated. Strategic partnerships and mergers are also being pursued to strengthen supply chains and increase market share.

VB Technochemicals SA

VB Technochemicals SA was founded in 2010 and is headquartered in Ticino, Switzerland. The company manufactures chemicals and pharmaceutical products including lithopone, and zinc phosphate, among others.

Langfang Pairs Horses Chemical Co., Ltd.

Langfang Pairs Horses Chemical Co., Ltd. is a chemicals company that was founded in 2007. It is headquartered in Hebei, China and is known for importing and exporting chemicals including iron oxide, titanium dioxide, and lithopone, among others.

Heera Chemicals

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As per lithopone market analysis, Heera Chemicals was established in 1979 and has its headquarters located in Mumbai, Maharashtra. The company produces metals and chemicals and aims to cater to the demands of paints, coatings, and plastic industries.

Wuhu Loman Chemical Co. Ltd.

Wuhu Loman Chemical Co. Ltd. was established in 2008 and is based in Anhui Province, China. The company specialises in chemical production for industries like paper, printing inks, paints, and rubber. Company's key product portfolio includes titanium dioxide, lithopone, barium sulfate, and silica.

Other lithopone market players include Xiangtan Red-Swallow Chemical Co. Ltd., Zhengzhou Sino Chemical Products Co., Ltd., Anhui Union Titanium Enterprise Co. Ltd., Shanghai Yuejiang Titanium Chemical Manufacturer Co. Ltd., and Titanos Group, among others.

Innovative Startups in Lithopone Market

Start-ups are focusing on developing sustainable and eco-friendly production processes to meet growing market demand for non-toxic pigments. They are exploring innovative methods to reduce the carbon footprint associated with lithopone manufacturing, such as recycling zinc and barium by-products. Additionally, these start-ups are targeting niche markets like biodegradable plastics, where lithopone can enhance UV protection and durability. Some of the start-ups that have deeply influenced lithopone market dynamics and trends are:

EcoPigment Solutions was founded in 2018 and is a leading start-up in the market. Based in Berlin, Germany, the company has developed a low-carbon manufacturing process that reduces the environmental impact of lithopone production. Company's innovative approach has garnered attention from green technology investors, and it has also achieved partnerships with major European paint manufacturers.

GreenZinc Innovations was established in 2019 and is based in San Francisco, United States. The company specialises in recycled zinc-based lithopone production. Their proprietary technology allows them to recycle zinc and barium by-products from industrial processes, which significantly reduces waste. The start-up has received numerous green innovation awards and is expanding its footprint across the U.S. and Europe by collaborating with companies in the plastics and printing inks industries.

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Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-06"/>
		Signature	

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