Study on the global fillers market

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A World First: Study on the global fillers market

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Whether in carpeting or window frames, in paper, rubber, varnish or adhesive, practically all products contain fillers. For a long time the mixture had to be above all cheap; on plastic production they used to be known as â€œdividend powderâ€•. Today in contrast, fillers are used increasingly frequently to selectively change product properties. They make rubber more elastic, make colours shine more brilliantly or increase flame retardance. High performance fillers are increasingly created through nanotechnology. Nanofillers are, for example, tiny clay particles, which reinforce the packing of foodstuffs, or carbon black particles, which make car tyres more durable.

The market research company Ceresana Research has examined the global filler market, which is estimated at 4 billion Euros in Europe and North America alone. The first market report on fillers presents fundamental market data, the largest application areas, the most important filler types and 700 company portfolios of manufacturers on over 1,000 pages. The Market Report: Fillers is now available exclusively from Ceresana Research in both English and German.

The independent market research company Ceresana Research is specialised in commodi-ties, the chemical, biotechnology and foodstuffs sectors including both upstream and down-stream industries. Its customers include well-known companies from over 25 countries. Ce-resana Research is based in Konstanz in Southern Germany.

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