NOW AVAILABLE!

TiO2 Outlook & Pricing Forecast – 2026-2031

Pricing Power Returns, but Sustainability Depends on Capacity Discipline and Market Bifurcation

The global titanium dioxide (TiO_2) industry is entering a more constructive pricing phase after several years of weak earnings, inventory pressure, and value erosion. Price increases announced for Q2 and Q3 2026 by multinational producers (MNPs) are being implemented, supported by tight supply, low inventories at producer and customer sites, longer lead times, and renewed safety-stock building by customers.

This pricing recovery is not primarily demand-driven. TiPMC's analysis indicates that the current shortage is **capacity-driven**, reflecting reduced nameplate capacity, effective capacity reductions, planned mothballing, low plant reliability, and limited product availability across MNP supply networks.

At the same time, Chinese TiO_2 producers are facing a very different market. Inventories are rising, growth is slowing, costs are increasing, and domestic pricing is reportedly following a downward trend. This divergence confirms the increasingly bifurcated market: MNPs are focused on restoring value through disciplined pricing, while Chinese producers remain under pressure from over-capacity, tariff constraints, elevated sulfur and sulfuric acid costs, and weakening profitability.

In This Issue:

Pricing Recovery & Implementation
Why the current round of Q2 and Q3 2026 TiO_2 price increases appears more sustainable than prior attempts, and how tight supply, long lead times, low inventory, and reduced available capacity are supporting implementation.

Pricing Notes to Watch
How MNPs are using tight supply and regional tariff support to pursue aggressive price increases across North America, Europe, Latin America, and Asia, while contract terms, price-protection clauses, Chinese pricing, and potential capacity restarts will determine how much of the rally is realized and sustained.

Capacity-Driven Supply Tightness
How reduced nameplate capacity, impaired operating reliability, planned mothballing, and former Venator asset uncertainty are limiting available supply and strengthening MNP pricing power.

MNP Strategy: Value Over Volume
Why MNPs are expected to prioritize aggressive price increases because current earnings of

roughly $200/t remain far below the $500–$700/t level TiPMC identifies as necessary for viable long-term performance.

China's Diverging Outlook
How Chinese producers continue to pursue a "volume-over-value" strategy despite declining profitability, higher inventories, lower exports, elevated sulfur costs, and continued overcapacity.

Tariffs, Trade Flows & Market Access
Why anti-dumping tariffs remain a key support for MNP share gains in protected regions, while Chinese producers continue to redirect supply into non-regulated markets and remain a global pricing overhang.

Forecast Drivers & Capacity Risks
How capacity-driven tightness, restocking, weak North American and European demand, Asia-led growth, Chinese overcapacity, tariff-driven trade shifts, and potential former Venator asset restarts will determine whether the TiO_2 pricing recovery can be sustained through 2031.

From the Analysis

"The TiO_2 industry is finally seeing sustainable price improvement, but the recovery is being driven more by constrained available capacity than by broad demand growth. MNPs are using tight supply, low inventories, and regional tariff support to restore product value, while Chinese producers remain pressured by overcapacity, rising costs, falling domestic prices, and a volume-driven strategy that is increasingly difficult to sustain."

Why Subscribe?
Ti-Observer™ Insights provides forward-looking, data-driven analysis of the global TiO_2 market, integrating company disclosures, global trade data, TiPMC pricing analysis, utilization modeling, and regional demand forecasting.

Subscribers gain a clear view of how pricing announcements, tariffs, capacity shifts, Chinese producer behavior, and macroeconomic trends translate into producer earnings, market share, and long-term pricing power. We also collaborate on webinar and seminar services to provide you and your clients the most unique and most trusted view on the TiO_2, Mineral Sands, and Chemical Industry moving forward.

For Access to full reports, charts and forward projections, contact:
clambert@Tipmcconsulting.com or visit www.tipmcconsulting.com to start your subscription.

Follow our group on **LinkedIn** for other on-going developments and analysis here:
https://www.linkedin.com/company/tipmc-solutions-llc/?viewAsMember=true

I welcome your calls, questions and requests,

Gerry Colamarino
Managing Director, TiPMC Consulting
610.274.1603 (O) / 408.368.8859 (M)
gcolamarino@tipmcconsulting.com
www.tipmcconsulting.com