Hungary Titanium Dioxide Overseas Market Analysis Report

June 30, 2026 Target Country: Hungary

Main Category: Titanium Dioxide

Hungary TiO_2 Key Takeaways

Hungary is fully reliant on TiO_2 imports with annual demand of ~29,000 tonnes. China supplies ~38%, but EU anti-dumping discussions have increased CIF price volatility in Q2 2026. Downstream coatings and plastics sectors are becoming more price-sensitive.

Annual Imports
29,200 t

China Share
38.2%

⚠ **EU anti-dumping investigation on Chinese TiO_2 expected to intensify; Hungarian importers growing more cautious.**

Source: Hungarian Central Statistical Office (KSH) trade data May 2026; CEPE report 2026.06

⚖ Supply & Demand Fundamentals

Hungary has zero domestic TiO_2 capacity; consumption is fully met by imports. Apparent consumption in 2025 was ~30,500 tonnes, with coatings at 65% and plastics at 20%. 2026 demand is forecast to ease to 29,000 tonnes.

Indicator	2024	2025	2026 (est.)
Domestic output	0	0	0
Imports	31,200 t	30,800 t	29,200 t
Exports	1,000 t	700 t	600 t

Source: Hungarian Central Statistical Office (KSH), European Coatings Journal June 2026

□□ China Market Status

In June 2026, China TiO_2 prices are under pressure with rutile ex-factory prices at ~15,800–16,500 yuan/tonne. Industry operating rate is 78%, with export orders affected by freight and trade barriers.

Rutile Avg. Price
16,100 ¥/t

Operating Rate
78% ↓2%

□ Source: 100ppi.com June 28, 2026; Longzhong Information TiO_2 weekly 2026.06.27

□□ Hungary Market Status

Hungary's TiO_2 average import price is ~€2.85–3.15/kg (CIF). Main suppliers are China, Germany, and Belgium. Demand is stable in June 2026 but buyers prefer short-term contracts.

CIF Avg. Price
€2.98/kg

Import Dependency
100%

□ Source: Hungarian Chemical Importers Association feedback, June 2026; Eurostat May 2026

□ Product Segment Structure

Hungary's imports are dominated by rutile grade at ~78%; anatase accounts for 15%, and the remainder is specialty TiO_2. Rutile is mainly used in architectural and industrial coatings.

Product Segment	Import Share	Main Application
Rutile	78%	Architectural, auto coatings
Anatase	15%	Interior coatings, paper
Nano / Specialty	7%	Plastic films, catalysts

□ Source: Eurostat HS code 32061100 data, April 2026

□ Core Downstream Supply & Demand

Hungary's coatings industry is the largest TiO_2 consumer; Q2 2026 output grew 1.2% YoY. However, coating exports are dampened by German economic weakness, indirectly curbing TiO_2 purchasing volumes.

Coatings Output (Q)
423,000 t

TiO_2 Inventory
~18 days

□ Source: Hungarian Coatings Association (MAFEST) June 2026 brief

□ Intermediates & Raw Material Value

China titanium ore prices are stable; sulfuric acid prices show regional fluctuations. Hungary's TiO_2 import cost is impacted by freight; current China-Europe container rate is ~$1,850/FEU.

Ti Ore (Panzhihua)
2,150 ¥/t

Shipping Cost
$1,850/FEU

□ Source: 100ppi.com 2026.06.29; Shanghai Shipping Exchange June 2026

□ Trade & Macro Indicators

Hungary's Q1 2026 GDP grew 0.9%; HUF/EUR exchange rate fluctuates. TiO_2 imports account for ~1.6% of chemical imports. China-Hungary trade continues to expand.

GDP Growth
0.9%

EUR/HUF
393.5

□ Source: Hungarian National Bank (MNB) June 2026; World Bank

⚠ Risks & Opportunity Windows

The EU anti-dumping investigation is the biggest risk, potentially eroding Chinese TiO_2 cost advantages. Opportunities lie in Hungarian infrastructure investment driving coatings demand, and local warehousing partnerships for Chinese firms.

⚡ If anti-dumping duties are imposed, the price advantage of Chinese supply may shrink to within 5%.

 Source: European Commission trade policy notice May 2026; Hungarian Investment Promotion Agency (HIPA)

Data Sources Summary (at least 5 independent sources)

- Hungarian Central Statistical Office (KSH)
- Eurostat
- 100ppi.com
- Longzhong Information (oilchem.net)
- Shanghai Shipping Exchange
- European Coatings Association (CEPE)
- Hungarian Coatings Association (MAFEST)
- World Bank