

ABSTRACT

It is an object of the present invention to provide an aqueous ink composition for inkjet recording, the aqueous ink composition having satisfactory dispersion properties and ejection properties, excellent scratch resistance and rub resistance, and high color developability and gloss. To this end, the present invention provides an aqueous ink composition for inkjet recording, the aqueous ink composition containing a pigment (a), an anionic group-containing resin (b), a humectant (c), a basic compound (d), a water-dispersible polyurethane resin (e), and a polyolefin wax (f). The water-dispersible polyurethane resin content is preferably in the range of 0.2% to 5% by mass. The value of $(C_f \cdot D_f)$ is preferably in the range of 3 to 100, wherein C_f represents the polyolefin wax (f) content (percent by mass), and D_f represents the volume-average particle size (nm).