

Asia-Pacific Anti-Fingerprint Coating Market: Focus on Application, Material Type, Technology, and Country - Analysis and Forecast, 2023-2032

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Abstracts

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Introduction to Asia-Pacific Anti-Fingerprint Coating Market

The Asia-Pacific anti-fingerprint coating market (excluding China) was valued at \$188.1 million in 2023, and it is expected to grow at a CAGR of 6.36% and reach \$327.8 million by 2032. The growth of the anti-fingerprint coating market is anticipated to be driven by the increasing demand for display-based consumer electronics, heightened awareness of advanced surface technologies among consumers and industries, and the rising integration of technology in vehicles.

Market Introduction

The APAC region's anti-fingerprint coating market is poised for substantial growth due to increasing adoption of display-based consumer electronics, such as smartphones, tablets, and laptops. These coatings help maintain device aesthetics by reducing fingerprint marks, enhancing user experience. Additionally, heightened consumer awareness and industrial demand for advanced surface technologies further propel market expansion.

In the automotive sector, the integration of touchscreen interfaces and smart surfaces in vehicles drives demand for anti-fingerprint coatings to improve usability and maintain

clean surfaces. Rapid technological advancements and innovations in coating formulations and application techniques are also contributing to market growth across various industries.

In Asia-Pacific region, many countries seeing surge in this market, with robust manufacturing capabilities and growing consumer electronics and automotive sectors. This report explores the current market dynamics, key industry players, regulatory landscape, and future trends shaping the APAC anti-fingerprint coating market, highlighting opportunities for technological advancement and market expansion.

Market Segmentation

Segmentation 1: by Application

Consumer Goods

Building and Construction

Automotive

Stainless Steel

Others

Segmentation 2: by Material Type

Silicon

Titanium

Fluorine

Others

Segmentation 3: by Technology

Vacuum Deposition

Sol-Gel

Others

Segmentation 4: by Country

Japan

South Korea

India

Rest-of-Asia-Pacific and Japan

How can this report add value to an organization?

Product/Innovation Strategy: In APAC region, the leading anti-fingerprint coatings manufacturers are continuously working to manufacture high-performance, reliable and stable products. An increase in sales of display devices and rise in demand in building and construction are the major factors for the growth of the anti-fingerprint coating market. Key anti-fingerprint coating manufacturers have been successful to a certain extent in strengthening their position in the market with continuous innovation and expansion of the production capacity of coatings. However, with the rise of demand from consumer goods and building and construction industries and growing research and development activities, the existing established players are expected to face stiff competition from emerging players. Moreover, partnerships and collaborations are expected to play a crucial role in strengthening market position over the coming years, with the companies focusing on bolstering their technological capabilities and gaining a dominant market share in the anti-fingerprint coatings materials industry.

Growth/Marketing Strategy: The APAC anti-fingerprint coating market has been growing at a noteworthy pace. The market offers enormous opportunities for existing and emerging market players. Some of the strategies covered in this segment are mergers and acquisitions, product launches, partnerships and collaborations, business expansions, and investments. The strategies preferred by companies to maintain and strengthen their market position primarily include new product launches.

Competitive Strategy: The key players in the APAC anti-fingerprint coating market analyzed and profiled in the study include anti-fingerprint coating manufacturers that are engaged in the development and marketing of anti-fingerprint coating. Additionally, comprehensive competitive strategies such as partnerships, agreements, and collaborations are expected to aid the reader in understanding the untapped revenue pockets in the market.

Key Market Players and Competition Synopsis

The companies that are profiled have been selected based on inputs gathered from primary experts and analyzing company coverage, product portfolio, and market penetration.

Some of the prominent names in the market are:

AGC Inc.

DAIKIN INDUSTRIES, Ltd.

Taiwanfluoro Technology

Contents

Executive Summary
Scope and Definition
Key Questions Answered

1 MARKETS: INDUSTRY OUTLOOK

- 1.1 Trends: Current and Future Impact Assessment
 - 1.1.1 Integration of Nanotechnology to Enhance Performance of Coatings
 - 1.1.2 Development of Sustainable and Eco-friendly Solutions
- 1.2 Supply Chain Overview
 - 1.2.1 Value chain Analysis
- 1.3 Ecosystem / Ongoing Programs
 - 1.3.1 Consortiums and Associations
 - 1.3.2 Regulatory Bodies
- 1.4 R&D Review
 - 1.4.1 Patent Filing Trend by Country, by Company
- 1.5 Regulatory Landscape
- 1.6 Stakeholder Analysis
 - 1.6.1 Use Case
 - 1.6.2 End User and buying criteria
- 1.7 Major developments and ongoing projects
- 1.8 Market Dynamics Overview
 - 1.8.1 Market Drivers
 - 1.8.1.1 Growing Demand for Display-based Consumer Electronics Devices
 - 1.8.1.2 Increasing Awareness Among Consumers and Industries About Advanced Surface Technologies
 - 1.8.1.3 Rising Technology Integration in Vehicles
 - 1.8.2 Market Restraints
 - 1.8.2.1 Volatile Prices of the Anti-fingerprint Coating
 - 1.8.2.2 Stringent Environmental Regulations
 - 1.8.3 Market Opportunities
 - 1.8.3.1 Prioritize the Aesthetics of Products and User Experience Mainly in Luxury Goods
 - 1.8.3.2 New Applications Beyond Consumer Electronics

2 REGION

2.1 Regional Summary

Table: Anti-Fingerprint Coating Market (by Region), Million Square Meters, 2022-2032

Table: Anti-Fingerprint Coating Market (by Region), \$Million, 2022-2032

2.2 Drivers and Restraints

2.3 China

2.3.1 Key Market Participants in China

2.3.2 Business Drivers

2.3.3 Business Challenges

2.3.4 Application

Table: China Anti-Fingerprint Coating Market (by Application), Million Square Meters, 2022-2032

Table: China Anti-Fingerprint Coating Market (by Application), \$ Million, 2022-2032

Table: China Anti-Fingerprint Coating Market (by Consumer Goods), Million Square Meters, 2022-2032

Table: China Anti-Fingerprint Coating Market (by Consumer Goods), \$Million, 2022-2032

Table: China Anti-Fingerprint Coating Market (by Building and Construction), Million Square Meters, 2022-2032

Table: China Anti-Fingerprint Coating Market (by Building and Construction), \$Million, 2022-2032

2.3.5 Product

Table: China Anti-Fingerprint Coating Market (by Technology), Million Square Meters, 2022-2032

Table: China Anti-Fingerprint Coating Market (by Technology), \$Million, 2022-2032

Table: China Anti-Fingerprint Coating Market (by Material Type), Million Square Meters, 2022-2032

Table: China Anti-Fingerprint Coating Market (by Material Type), \$Million, 2022-2032

2.4 Asia Pacific

2.4.1 Key Market Participants in Asia Pacific

2.4.2 Business Drivers

2.4.3 Business Challenges

2.4.4 Application

Table: Asia Pacific Anti-Fingerprint Coating Market (by Application), Million Square Meters, 2022-2032

Table: Asia Pacific Anti-Fingerprint Coating Market (by Application), \$ Million, 2022-2032

Table: Asia Pacific Anti-Fingerprint Coating Market (by Consumer Goods), Million Square Meters, 2022-2032

Table: Asia Pacific Anti-Fingerprint Coating Market (by Consumer Goods), \$Million,

2022-2032

Table: Asia Pacific Anti-Fingerprint Coating Market (by Building and Construction), Million Square Meters, 2022-2032

Table: Asia Pacific Anti-Fingerprint Coating Market (by Building and Construction), \$Million, 2022-2032

2.4.5 Product

Table: Asia Pacific Anti-Fingerprint Coating Market (by Technology), Million Square Meters, 2022-2032

Table: Asia Pacific Anti-Fingerprint Coating Market (by Technology), \$Million, 2022-2032

Table: Asia Pacific Anti-Fingerprint Coating Market (by Material Type), Million Square Meters, 2022-2032

Table: Asia Pacific Anti-Fingerprint Coating Market (by Material Type), \$Million, 2022-2032

2.4.6 Asia-Pacific Anti-Fingerprint Coating Market (by Country)

2.4.6.1 Japan

Table: Japan Anti-Fingerprint Coating Market (by Application), Million Square Meters, 2022-2032

Table: Japan Anti-Fingerprint Coating Market (by Application), \$ Million, 2022-2032

Table: Japan Anti-Fingerprint Coating Market (by Consumer Goods), Million Square Meters, 2022-2032

Table: Japan Anti-Fingerprint Coating Market (by Consumer Goods), \$Million, 2022-2032

Table: Japan Anti-Fingerprint Coating Market (by Building and Construction), Million Square Meters, 2022-2032

Table: Japan Anti-Fingerprint Coating Market (by Building and Construction), \$Million, 2022-2032

Table: Japan Anti-Fingerprint Coating Market (by Technology), Million Square Meters, 2022-2032

Table: Japan Anti-Fingerprint Coating Market (by Technology), \$Million, 2022-2032

Table: Japan Anti-Fingerprint Coating Market (by Material Type), Million Square Meters, 2022-2032

Table: Japan Anti-Fingerprint Coating Market (by Material Type), \$Million, 2022-2032

2.4.6.2 South Korea

Table: South Korea Anti-Fingerprint Coating Market (by Application), Million Square Meters, 2022-2032

Table: South Korea Anti-Fingerprint Coating Market (by Application), \$ Million, 2022-2032

Table: South Korea Anti-Fingerprint Coating Market (by Consumer Goods), Million

Square Meters, 2022-2032

Table: South Korea Anti-Fingerprint Coating Market (by Consumer Goods), \$Million, 2022-2032

Table: South Korea Anti-Fingerprint Coating Market (by Building and Construction), Million Square Meters, 2022-2032

Table: South Korea Anti-Fingerprint Coating Market (by Building and Construction), \$Million, 2022-2032

Table: South Korea Anti-Fingerprint Coating Market (by Technology), Million Square Meters, 2022-2032

Table: South Korea Anti-Fingerprint Coating Market (by Technology), \$Million, 2022-2032

Table: South Korea Anti-Fingerprint Coating Market (by Material Type), Million Square Meters, 2022-2032

Table: South Korea Anti-Fingerprint Coating Market (by Material Type), \$Million, 2022-2032

2.4.6.3 India

Table: India Anti-Fingerprint Coating Market (by Application), Million Square Meters, 2022-2032

Table: India Anti-Fingerprint Coating Market (by Application), \$ Million, 2022-2032

Table: India Anti-Fingerprint Coating Market (by Consumer Goods), Million Square Meters, 2022-2032

Table: India Anti-Fingerprint Coating Market (by Consumer Goods), \$Million, 2022-2032

Table: India Anti-Fingerprint Coating Market (by Building and Construction), Million Square Meters, 2022-2032

Table: India Anti-Fingerprint Coating Market (by Building and Construction), \$Million, 2022-2032

Table: India Anti-Fingerprint Coating Market (by Technology), Million Square Meters, 2022-2032

Table: India Anti-Fingerprint Coating Market (by Technology), \$Million, 2022-2032

Table: India Anti-Fingerprint Coating Market (by Material Type), Million Square Meters, 2022-2032

Table: India Anti-Fingerprint Coating Market (by Material Type), \$Million, 2022-2032

2.4.6.4 Rest-of-Asia Pacific

Table: Rest-of-Asia Pacific Anti-Fingerprint Coating Market (by Application), Million Square Meters, 2022-2032

Table: Rest-of-Asia Pacific Anti-Fingerprint Coating Market (by Application), \$ Million, 2022-2032

Table: Rest-of-Asia Pacific Anti-Fingerprint Coating Market (by Consumer Goods), Million Square Meters, 2022-2032

Table: Rest-of-Asia Pacific Anti-Fingerprint Coating Market (by Consumer Goods), \$Million, 2022-2032

Table: Rest-of-Asia Pacific Anti-Fingerprint Coating Market (by Building and Construction), Million Square Meters, 2022-2032

Table: Rest-of-Asia Pacific Anti-Fingerprint Coating Market (by Building and Construction), \$Million, 2022-2032

Table: Rest-of-Asia Pacific Anti-Fingerprint Coating Market (by Technology), Million Square Meters, 2022-2032

Table: Rest-of-Asia Pacific Anti-Fingerprint Coating Market (by Technology), \$Million, 2022-2032

Table: Rest-of-Asia Pacific Anti-Fingerprint Coating Market (by Material Type), Million Square Meters, 2022-2032

Table: Rest-of-Asia Pacific Anti-Fingerprint Coating Market (by Material Type), \$Million, 2022-2032

3 MARKETS - COMPETITIVE LANDSCAPE & COMPANY PROFILES

3.1 Competitive Landscape

3.2 Company Profile

3.2.1 AGC Inc.

3.2.1.1 Overview

3.2.1.2 Top Products/Product Portfolio

3.2.1.3 Top Competitors

3.2.1.4 Target Customers

3.2.1.5 Key Personnel

3.2.1.6 Analyst View

3.2.1.7 Market Share

3.2.2 Daikin Industries, Ltd.

3.2.2.1 Overview

3.2.2.2 Top Products/Product Portfolio

3.2.2.3 Top Competitors

3.2.2.4 Target Customers

3.2.2.5 Key Personnel

3.2.2.6 Analyst View

3.2.2.7 Market Share

3.2.3 Nippon Paint Surf Chemicals Co., Ltd.

3.2.3.1 Overview

3.2.3.2 Top Products/Product Portfolio

3.2.3.3 Top Competitors

- 3.2.3.4 Target Customers
- 3.2.3.5 Key Personnel
- 3.2.3.6 Analyst View
- 3.2.3.7 Market Share
- 3.2.4 Taiwan Fluoro Technology
 - 3.2.4.1 Overview
 - 3.2.4.2 Top Products/Product Portfolio
 - 3.2.4.3 Top Competitors
 - 3.2.4.4 Target Customers
 - 3.2.4.5 Key Personnel
 - 3.2.4.6 Analyst View
 - 3.2.4.7 Market Share
- 3.2.5 NAGASE & CO., LTD.
 - 3.2.5.1 Overview
 - 3.2.5.2 Top Products/Product Portfolio
 - 3.2.5.3 Top Competitors
 - 3.2.5.4 Target Customers
 - 3.2.5.5 Key Personnel
 - 3.2.5.6 Analyst View
 - 3.2.5.7 Market Share
- 3.2.6 Shin-Etsu Chemical Co., Ltd.
 - 3.2.6.1 Overview
 - 3.2.6.2 Top Products/Product Portfolio
 - 3.2.6.3 Top Competitors
 - 3.2.6.4 Target Customers
 - 3.2.6.5 Key Personnel
 - 3.2.6.6 Analyst View
 - 3.2.6.7 Market Share
- 3.2.7 KNW Co., Ltd.
 - 3.2.7.1 Overview
 - 3.2.7.2 Top Products/Product Portfolio
 - 3.2.7.3 Top Competitors
 - 3.2.7.4 Target Customers
 - 3.2.7.5 Key Personnel
 - 3.2.7.6 Analyst View
 - 3.2.7.7 Market Share

4 RESEARCH METHODOLOGY

4.1 Data Sources

4.1.1 Primary Data Sources

4.1.2 Secondary Data Sources

4.2 Data Triangulation

4.3 Market Estimation & Forecast

4.3.1 Factors for Data Prediction and Modelling

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