

# Global Coalescing Agents Market Size Study & Forecast, by Type, Application and Regional Forecasts 2025–2035

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## Abstracts

Global Coalescing Agents Market is valued at approximately USD 1.33 billion in 2024 and is projected to expand with a compound annual growth rate of 4.90% during the forecast period 2025–2035. Coalescing agents, often regarded as vital additives in waterborne formulations, serve the critical purpose of ensuring continuous film formation in coatings, adhesives, inks, and personal care products. These agents temporarily soften binder particles, enabling them to fuse seamlessly into a uniform film as water evaporates. The demand for coalescing agents has witnessed a consistent upswing owing to the rising adoption of low-VOC and eco-friendly coatings in architectural and industrial applications, coupled with the intensifying global emphasis on sustainability and indoor air quality compliance.

With the growing regulatory pressure to shift away from solvent-based systems, industries are gravitating toward water-based alternatives that depend heavily on efficient coalescing agents. Their unique chemical structure—either hydrophilic or hydrophobic—permits tailored performance to meet the needs of different formulations and substrates. Expanding infrastructure projects, urban housing development, and surging consumer interest in aesthetic and protective coatings are further accelerating the market. Additionally, in sectors like personal care, the role of coalescing agents as emulsifiers or emollients has opened new revenue avenues. Yet, volatile raw material pricing and the constant need to balance performance with VOC limitations present key challenges to manufacturers in the long term.

Geographically, Asia Pacific is poised to remain the largest and fastest-growing market throughout the forecast period, driven by rapid urbanization, infrastructure development, and robust industrial manufacturing in nations like China, India, and Southeast Asian

countries. Increasing demand for decorative and automotive coatings, coupled with government support for green building standards, has further stimulated regional consumption. North America and Europe, while being mature markets, are witnessing steady growth due to ongoing renovations in the construction sector and stringent environmental standards pushing innovation in low-VOC formulations. Moreover, these regions host major global players focused on R&D and product diversification, thereby fostering market competitiveness and innovation.

Major market player included in this report are:

Eastman Chemical Company

BASF SE

DOW Inc.

Synthomer plc

Arkema Group

Croda International Plc

Evonik Industries AG

Cargill Incorporated

Elementis PLC

The Sherwin-Williams Company

Allnex Belgium SA/NV

Solvay SA

BYK-Chemie GmbH

ExxonMobil Chemical Company

Huntsman Corporation

## Global Coalescing Agents Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025–2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

### By Type:

Hydrophilic

Hydrophobic

### By Application:

Paints & Coatings

Adhesive & Sealants

Inks

Personal Care Ingredient

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market

approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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