

# **Global Automotive Paint Market Size study, by Paint Type (Electrocoat, Primer, Basecoat, Clearcoat), by Technology (Solvent-Borne, Waterborne, Powder Coating), by Resin Type (Polyurethane, Epoxy, Acrylic), Texture (Solid Texture, Metallic Texture, Matte Finish Paints, Pearlescent Paints, Solar Reflective Paints ), by Vehicle Type (Passenger Car, Light Commercial Vehicle, Trucks, Buses), by Content (Electrocoat, Solvent-Borne Paints, Waterborne Paints) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Automotive Paint Market is valued approximately USD 9 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 2.88 % over the forecast period 2020-2027. Automotive paint is called a water-based solution which is sprayed on the surface of automobiles with the assistance of a spray gun. These paints are made of polyurethane-based enamel, which protects the automotive surface from damage to the environment, thus enhancing motor vehicle aesthetics. The main factors driving the growth of the global automotive paint market are increased automotive production, stringent emission regulations and environmental concerns for paint manufacturing process to enhance the market for eco-friendly paints. The rise in the number of road accidents is one of the main concerns for automobiles and governments. According to the National Highway Traffic Safety Administration (NHTSA), in 2016, total deaths due to road accidents in the US were just 37,461, which rose by 5.6 per cent from 2015. Additionally, the automotive industry is seeing a dramatic shift in safety technology. The demand for safety features is expected to

develop rapidly in the years to come. As vehicle and passenger safety issues grow, cars are now fitted with advanced and smart technology. However, rising raw material prices to produce automotive paints are hampering the demand.. On the contrary, an increase in emphasis on producing cost-effective automotive paints is expected to offer the lucrative opportunities in the market.

The regional analysis of global Automotive Paint Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of Strict pollution regulations and environmental issues for paint manufacturing processes to boost the demand for environmentally friendly paints. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as increase the presence of organised players in the finishing industry to drive the market for automotive finishing would create lucrative growth prospects for the Automotive Paint Market across Asia-Pacific region.

Major market player included in this report are:

PPG

BASF

Axalta

Akzonobel

Sherwin Williams

Kansai

Solvay

Valspar

Covestro

3M

DOW Chemical

KCC

Nippon Paint

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

**By Paint Type:**

Electrocoat

Primer

Basecoat

Clearcoat

**By Technology:**

Solvent-Borne

Waterborne

Powder Coating

**By Resin Type:**

Polyurethane

Epoxy

Acrylic

Other Resins

**By Texture:**

Solid Texture

Metallic Texture

Matte Finish Paints

Pearlescent Paints

Solar Reflective Paints

**By Vehicle Type:**

Passenger Car

Light Commercial Vehicle

Trucks

Buses

**By Content:**

Electrocoat

Solvent-Borne Paints

Waterborne Paints

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018  
Base year – 2019  
Forecast period – 2020 to 2027

Target Audience of the Global Automotive Paint Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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