

# **Global Automotive Wheel Coating Market Size study & Forecast, by Coating Type (Powder Coating, Liquid Coating, Ceramic Coating, Chrome Plating, Misc), by Substrate (Alloys, Carbon Fiber, Composite Materials, Steel, Misc), by Vehicle Type (Passenger Cars, Light Commercial Vehicles, Heavy Commercial Vehicles, Performance and Sports Cars, Off-road Vehicles) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Automotive Wheel Coating Market is valued at approximately USD xx billion in 2022 and is anticipated to grow with a healthy growth rate of more than xx% during the forecast period 2023-2030. Automotive Wheel Coating refers to the application of protective and decorative layers on the surfaces of vehicle wheels. This coating serves several purposes, including enhancing the aesthetic appeal of the wheels, providing protection against environmental elements, and contributing to the overall durability of the wheels. The Automotive Wheel Coating Market is expanding because of factors such as increasing demand for electric vehicles and the rising number of heavy commercial vehicle fleets. The coating is commonly applied to both steel and alloy wheels, and appears in several forms, including paints, clear coatings, and specialized finishes. As a result, the demand for Automotive Wheel Coating has progressively increased in the international market during the forecast period 2023-2030.

Original Equipment Manufacturers manufacturing electric vehicles have specific requirements for wheel coatings. Manufacturers of coatings need to adapt their products to meet the specifications and preferences of electric vehicle manufacturers According to Statista, globally the number of electric vehicles sold in 2020 was 3.18 million; in

2022 the number reach 10.24 million and it anticipated to reach 12.97 million by 2025. Another important factor that drives the Automotive Wheel Coating Market is the increasing number of heavy commercial vehicle fleets. Heavy commercial vehicles, such as trucks and buses, typically endure more challenging operating conditions compared to passenger vehicles. The demand for coatings with enhanced durability, resistance to road debris, and protection against harsh weather conditions increases with a larger heavy commercial vehicle fleet. In addition, as per Statista, in 2020, there were 53.92 million passenger cars sold globally, and up to 57.49 million passenger cars were sold in 2022. Furthermore, China was the world's largest regional market for automobiles in 2022. Moreover, rising consumer demand for corrosion-resistant and high-performance coatings and expansion of the automotive industry are anticipated to create lucrative growth opportunities for the market over the forecast period. However, the high cost of Automotive Wheel Coatings and lack of awareness are going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Automotive Wheel Coating Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in 2022 owing to the significant production and consumption of automotive wheels in the region. The region's dominant performance is anticipated to propel the overall demand for Automotive Wheel Coating. Furthermore, North America is expected to grow fastest over the forecast period, owing to factors such as the increasing presence of key market players in the region. Key players engage in strategic partnerships or collaborations with automotive manufacturers, suppliers, and other stakeholders. These collaborations can lead to joint ventures, exclusive supply agreements, or co-development efforts, influencing the availability and adoption of specific wheel coating solutions.

Major market player included in this report are:

Akzo Nobel N.V.

Kansai Paint Co. Ltd

PPG Industries Inc.

Axalta Coating Systems Ltd

BASF SE

Emil Frei GmbH and Co. KG

Lankwitzer Premium Coatings

TIGER Coatings GmbH and Co. KG

Arsonsisi Spa

Helios Coatings Inc

Recent Developments in the Market:

In December 2022, AkzoNobel acquired the wheel liquid coatings business from Lankwitzer Lackfabrik GmbH. This strategic move enhances AkzoNobel's performance coatings portfolio, providing a valuable addition to its current powder coatings offerings. The acquisition broadens the spectrum of innovative products offered by AkzoNobel, further solidifying its position in the market.

Global Automotive Wheel Coating Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Coating Type, Substrate, Vehicle Type, Region

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

Customization Scope - Free report customization (equivalent up to 8 analyst's 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 to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Coating Type:

Powder Coating

Liquid Coating

Ceramic Coating

Chrome Plating

Misc

#### By Substrate:

Alloys

Carbon Fiber

Composite Materials

Steel

Misc

#### By Vehicle Type:

Passenger Cars

Light Commercial Vehicles

Heavy Commercial Vehicles

Performance and Sports Cars

Off-road Vehicles

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

## Contents

### CHAPTER 1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot
- 1.2 Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
  - 1.2.1 Automotive Wheel Coating Market, by Region, 2020-2030 (USD Billion)
  - 1.2.2 Automotive Wheel Coating Market, by Coating Type, 2020-2030 (USD Billion)
  - 1.2.3 Automotive Wheel Coating Market, by Substrate, 2020-2030 (USD Billion)
  - 1.2.4 Automotive Wheel Coating Market, by Vehicle Type, 2020-2030 (USD Billion)
- 1.3 Key Trends
- 1.4 Estimation Methodology
- 1.5 Research Assumption

### CHAPTER 2 GLOBAL AUTOMOTIVE WHEEL COATING MARKET DEFINITION AND SCOPE

- 2.1 Objective of the Study
- 2.2 Market Definition & Scope
  - 2.2.1 Industry Evolution
  - 2.2.2 Scope of the Study
- 2.3 Years Considered for the Study
- 2.4 Currency Conversion Rates

### CHAPTER 3 GLOBAL AUTOMOTIVE WHEEL COATING MARKET DYNAMICS

- 3.1 Automotive Wheel Coating Market Impact Analysis (2020-2030)
  - 3.1.1 Market Drivers
    - 3.1.1.1 Increasing demand for electric vehicles
    - 3.1.1.2 Rising number of heavy commercial vehicle fleet
  - 3.1.2 Market Challenges
    - 3.1.2.1 High cost of Automotive Wheel Coating
    - 3.1.2.2 Lack of awareness
  - 3.1.3 Market Opportunities
    - 3.1.3.1 Rising consumer demand for corrosion-resistant and high-performance coatings
    - 3.1.3.2 Expansion of automotive industry

### CHAPTER 4 GLOBAL AUTOMOTIVE WHEEL COATING MARKET INDUSTRY

*Global Automotive Wheel Coating Market Size study & Forecast, by Coating Type (Powder Coating, Liquid Coating,...*

## **ANALYSIS**

- 4.1 Porter's 5 Force Model
  - 4.1.1 Bargaining Power of Suppliers
  - 4.1.2 Bargaining Power of Buyers
  - 4.1.3 Threat of New Entrants
  - 4.1.4 Threat of Substitutes
  - 4.1.5 Competitive Rivalry
- 4.2 Porter's 5 Force Impact Analysis
- 4.3 PEST Analysis
  - 4.3.1 Political
  - 4.3.2 Economical
  - 4.3.3 Social
  - 4.3.4 Technological
  - 4.3.5 Environmental
  - 4.3.6 Legal
- 4.4 Top investment opportunity
- 4.5 Top winning strategies
- 4.6 COVID-19 Impact Analysis
- 4.7 Disruptive Trends
- 4.8 Industry Expert Perspective
- 4.9 Analyst Recommendation & Conclusion

## **CHAPTER 5 GLOBAL AUTOMOTIVE WHEEL COATING MARKET, BY COATING TYPE**

- 5.1 Market Snapshot
- 5.2 Global Automotive Wheel Coating Market by Coating Type, Performance - Potential Analysis
- 5.3 Global Automotive Wheel Coating Market Estimates & Forecasts by Coating Type 2020-2030 (USD Billion)
- 5.4 Automotive Wheel Coating Market, Sub Segment Analysis
  - 5.4.1 Powder Coating
  - 5.4.2 Liquid Coating
  - 5.4.3 Ceramic Coating
  - 5.4.4 Chrome Plating
  - 5.4.5 Misc

## **CHAPTER 6 GLOBAL AUTOMOTIVE WHEEL COATING MARKET, BY SUBSTRATE**

*Global Automotive Wheel Coating Market Size study & Forecast, by Coating Type (Powder Coating, Liquid Coating,...*



## 6.1 Market Snapshot

## 6.2 Global Automotive Wheel Coating Market by Substrate, Performance - Potential Analysis

## 6.3 Global Automotive Wheel Coating Market Estimates & Forecasts by Substrate 2020-2030 (USD Billion)

## 6.4 Automotive Wheel Coating Market, Sub Segment Analysis

### 6.4.1 Alloys

### 6.4.2 Carbon Fiber

### 6.4.3 Composite Materials

### 6.4.4 Steel

### 6.4.5 Misc

## **CHAPTER 7 GLOBAL AUTOMOTIVE WHEEL COATING MARKET, BY VEHICLE TYPE**

## 7.1 Market Snapshot

## 7.2 Global Automotive Wheel Coating Market by Vehicle Type, Performance - Potential Analysis

## 7.3 Global Automotive Wheel Coating Market Estimates & Forecasts by Vehicle Type 2020-2030 (USD Billion)

## 7.4 Automotive Wheel Coating Market, Sub Segment Analysis

### 7.4.1 Passenger Cars

### 7.4.2 Light Commercial Vehicles

### 7.4.3 Heavy Commercial Vehicles

### 7.4.4 Performance and Sports Cars

### 7.4.5 Off-road Vehicles

## **CHAPTER 8 GLOBAL AUTOMOTIVE WHEEL COATING MARKET, REGIONAL ANALYSIS**

## 8.1 Top Leading Countries

## 8.2 Top Emerging Countries

## 8.3 Automotive Wheel Coating Market, Regional Market Snapshot

## 8.4 North America Automotive Wheel Coating Market

### 8.4.1 U.S. Automotive Wheel Coating Market

#### 8.4.1.1 Coating Type breakdown estimates & forecasts, 2020-2030

#### 8.4.1.2 Substrate breakdown estimates & forecasts, 2020-2030

#### 8.4.1.3 Vehicle Type breakdown estimates & forecasts, 2020-2030

- 8.4.2 Canada Automotive Wheel Coating Market
- 8.5 Europe Automotive Wheel Coating Market Snapshot
  - 8.5.1 U.K. Automotive Wheel Coating Market
  - 8.5.2 Germany Automotive Wheel Coating Market
  - 8.5.3 France Automotive Wheel Coating Market
  - 8.5.4 Spain Automotive Wheel Coating Market
  - 8.5.5 Italy Automotive Wheel Coating Market
  - 8.5.6 Rest of Europe Automotive Wheel Coating Market
- 8.6 Asia-Pacific Automotive Wheel Coating Market Snapshot
  - 8.6.1 China Automotive Wheel Coating Market
  - 8.6.2 India Automotive Wheel Coating Market
  - 8.6.3 Japan Automotive Wheel Coating Market
  - 8.6.4 Australia Automotive Wheel Coating Market
  - 8.6.5 South Korea Automotive Wheel Coating Market
  - 8.6.6 Rest of Asia Pacific Automotive Wheel Coating Market
- 8.7 Latin America Automotive Wheel Coating Market Snapshot
  - 8.7.1 Brazil Automotive Wheel Coating Market
  - 8.7.2 Mexico Automotive Wheel Coating Market
- 8.8 Middle East & Africa Automotive Wheel Coating Market
  - 8.8.1 Saudi Arabia Automotive Wheel Coating Market
  - 8.8.2 South Africa Automotive Wheel Coating Market
  - 8.8.3 Rest of Middle East & Africa Automotive Wheel Coating Market

## **CHAPTER 9 COMPETITIVE INTELLIGENCE**

- 9.1 Key Company SWOT Analysis
  - 9.1.1 Company
  - 9.1.2 Company
  - 9.1.3 Company
- 9.2 Top Market Strategies
- 9.3 Company Profiles
  - 9.3.1 Akzo Nobel N.V.
    - 9.3.1.1 Key Information
    - 9.3.1.2 Overview
    - 9.3.1.3 Financial (Subject to Data Availability)
    - 9.3.1.4 Product Summary
    - 9.3.1.5 Recent Developments
  - 9.3.2 Kansai Paint Co. Ltd
  - 9.3.3 PPG Industries Inc

- 9.3.4 Axalta Coating Systems Ltd
- 9.3.5 BASF SE
- 9.3.6 Emil Frei GmbH and Co. KG
- 9.3.7 Lankwitzer Premium Coatings
- 9.3.8 TIGER Coatings GmbH and Co. KG
- 9.3.9 Arsonsisi Spa
- 9.3.10 Helios Coatings Inc

## **CHAPTER 10 RESEARCH PROCESS**

- 10.1 Research Process
  - 10.1.1 Data Mining
  - 10.1.2 Analysis
  - 10.1.3 Market Estimation
  - 10.1.4 Validation
  - 10.1.5 Publishing
- 10.2 Research Attributes
- 10.3 Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1	Global Automotive Wheel Coating Market, report scope
TABLE 2	Global Automotive Wheel Coating Market estimates & forecasts by Region 2020-2030 (USD Billion)
TABLE 3	Global Automotive Wheel Coating Market estimates & forecasts by Coating Type 2020-2030 (USD Billion)
TABLE 4	Global Automotive Wheel Coating Market estimates & forecasts by Substrate 2020-2030 (USD Billion)
TABLE 5	Global Automotive Wheel Coating Market estimates & forecasts by Vehicle Type 2020-2030 (USD Billion)
TABLE 6	Global Automotive Wheel Coating Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 7	Global Automotive Wheel Coating Market by region, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 8	Global Automotive Wheel Coating Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 9	Global Automotive Wheel Coating Market by region, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 10	Global Automotive Wheel Coating Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 11	Global Automotive Wheel Coating Market by region, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 12	Global Automotive Wheel Coating Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 13	Global Automotive Wheel Coating Market by region, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 14	Global Automotive Wheel Coating Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 15	Global Automotive Wheel Coating Market by region, estimates & forecasts, 2020-2030 (USD Billion)
TABLE 16	U.S. Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)
TABLE 17	U.S. Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)
TABLE 18	U.S. Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 19 Canada Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 20 Canada Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21 Canada Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 22 UK Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 23 UK Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24 UK Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 25 Germany Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 26 Germany Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27 Germany Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 28 France Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 29 France Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30 France Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 31 Italy Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 32 Italy Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33 Italy Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 34 Spain Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 35 Spain Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36 Spain Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 37 RoE Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 38 RoE Automotive Wheel Coating Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 39 RoE Automotive Wheel Coating Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 40 China Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 41 China Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42 China Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 43 India Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 44 India Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45 India Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 46 Japan Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 47 Japan Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48 Japan Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 49 South Korea Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 50 South Korea Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51 South Korea Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 52 Australia Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 53 Australia Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54 Australia Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 55 RoAPAC Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 56 RoAPAC Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57 RoAPAC Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)



TABLE 58 Brazil Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 59 Brazil Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60 Brazil Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 61 Mexico Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 62 Mexico Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63 Mexico Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 64 RoLA Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 65 RoLA Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66 RoLA Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 67 Saudi Arabia Automotive Wheel Coating Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 68 South Africa Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69 RoMEA Automotive Wheel Coating Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 70 List of secondary sources, used in the study of global Automotive Wheel Coating Market

TABLE 71 List of primary sources, used in the study of global Automotive Wheel Coating Market

TABLE 72 Years considered for the study

TABLE 73 Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1 Global Automotive Wheel Coating Market, research methodology
  - FIG 2 Global Automotive Wheel Coating Market, Market estimation techniques
  - FIG 3 Global Market size estimates & forecast methods
  - FIG 4 Global Automotive Wheel Coating Market, key trends 2022
  - FIG 5 Global Automotive Wheel Coating Market, growth prospects 2023-2030
  - FIG 6 Global Automotive Wheel Coating Market, porters 5 force model
  - FIG 7 Global Automotive Wheel Coating Market, pest analysis
  - FIG 8 Global Automotive Wheel Coating Market, value chain analysis
  - FIG 9 Global Automotive Wheel Coating Market by segment, 2020 & 2030 (USD Billion)
  - FIG 10 Global Automotive Wheel Coating Market by segment, 2020 & 2030 (USD Billion)
  - FIG 11 Global Automotive Wheel Coating Market by segment, 2020 & 2030 (USD Billion)
  - FIG 12 Global Automotive Wheel Coating Market by segment, 2020 & 2030 (USD Billion)
  - FIG 13 Global Automotive Wheel Coating Market by segment, 2020 & 2030 (USD Billion)
  - FIG 14 Global Automotive Wheel Coating Market, regional snapshot 2020 & 2030
  - FIG 15 North America Automotive Wheel Coating Market 2020 & 2030 (USD Billion)
  - FIG 16 Europe Automotive Wheel Coating Market 2020 & 2030 (USD Billion)
  - FIG 17 Asia pacific Automotive Wheel Coating Market 2020 & 2030 (USD Billion)
  - FIG 18 Latin America Automotive Wheel Coating Market 2020 & 2030 (USD Billion)
  - FIG 19 Middle East & Africa Automotive Wheel Coating Market 2020 & 2030 (USD Billion)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable



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