

# Global Photocatalytic Coatings Market Size Study & Forecast, by Type (TiO<sub>2</sub>, ZnO), Application (Self-Cleaning, Air Purification, Water Treatment, Anti-Fogging), End-use (Building & Construction, Transportation), and Regional Forecasts 2025–2035

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## Abstracts

The Global Photocatalytic Coatings Market is valued approximately at USD 0.99 billion in 2024 and is anticipated to expand at a compelling CAGR of 9.70% over the forecast period 2025 to 2035. Photocatalytic coatings, primarily based on semiconductors like titanium dioxide (TiO<sub>2</sub>) and zinc oxide (ZnO), are emerging as transformative surface materials engineered to harness light energy for decomposing pollutants, breaking down organic substances, and inhibiting microbial growth. These innovative coatings are revolutionizing the way modern infrastructure is maintained—offering self-cleaning, anti-fogging, air purification, and water decontamination functionalities without recurring chemical treatments or maintenance. As the pressure to reduce environmental footprints intensifies across industries, these smart materials are rapidly being adopted in architectural facades, transport systems, and public infrastructure.

The growing imperative for sustainable urban development and eco-conscious manufacturing has significantly propelled the demand for photocatalytic coatings in recent years. Governments across Europe and Asia are investing heavily in green buildings and environmentally neutral construction, leading to increased use of these coatings in concrete structures, glass surfaces, and metal facades. At the same time, air purification systems leveraging photocatalytic coatings are becoming central in combating urban air quality degradation—particularly in high-density population zones where pollution levels breach safety thresholds. In water treatment applications, these coatings act as catalytic agents in UV-based systems, enabling the breakdown of organic pollutants and offering long-term operational efficiency without toxic residues.

Moreover, rapid strides in nanotechnology and material science are making these coatings increasingly efficient under lower light conditions, broadening their scope of application in both indoor and outdoor settings.

Regionally, the momentum of this market varies distinctly. North America, driven by robust innovation ecosystems and regulatory incentives for green infrastructure, continues to lead in the development and adoption of smart surface technologies. Meanwhile, Europe, with its stringent environmental directives and mature construction landscape, remains a dominant consumer of photocatalytic coatings in retrofitting initiatives. The Asia Pacific region, however, stands out for its accelerated expansion. Countries like China, Japan, and South Korea are deploying these coatings across transportation systems, urban infrastructure, and large commercial projects as part of nationwide efforts to enhance environmental resilience. Furthermore, India's rising focus on smart cities and sustainable building codes is positioning it as a future growth frontier. The region's investment in smart and clean technology, combined with an urgent need for pollution mitigation, is unlocking immense opportunities for coating manufacturers and developers.

Major market player included in this report are:

BASF SE

PPG Industries, Inc.

Saint-Gobain S.A.

Akzo Nobel N.V.

Nippon Paint Holdings Co., Ltd.

Daikin Industries, Ltd.

Cristal (Tronox)

Sherwin-Williams Company

Fujifilm Corporation

TOTO Ltd.

EcoActive Surfaces, Inc.

KRONOS Worldwide, Inc.

VN Coatings

PURETi Group, LLC

Photocat A/S

### Global Photocatalytic Coatings 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:

Titanium Dioxide (TiO<sub>2</sub>)

Zinc Oxide (ZnO)

By Application:

Self-Cleaning

Air Purification

Water Treatment

Anti-Fogging

By End-use:

Building & Construction

Transportation

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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