

# **Global Road Marking Materials Market Size study, by Type (Performance-Based Markings and Paint-Based Markings), by Application (Road & Highway Marking, Parking Lot Marking, Factory Marking, Airport Marking, Antiskid Marking and Others) and Regional Forecasts 2019-2026**

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## **Abstracts**

Global Road Marking Materials Market is valued approximately USD 6.80 billion in 2018 and is anticipated to grow with a healthy growth rate of more than 5.2 % over the forecast period 2019-2026. The materials used to convey guidance and information to people on roadways and pathways are road marking materials. These marking materials are substitute for conventional oil paints which were used for marking roads. These are technically superior, have long life, increased reflective properties and are easy to apply as compared to the conventional oil paints. Hence, making it applicable for marking zebra crossings, dividers, bumps and other features of road and pathways being majorly used in state and national highways, industrial establishments private buildings, colony, educational campuses and shopping complexes. Further, increased spending on safer roads and strict guidelines regarding road-safety protocols has led the adoption of Road Marking Materials across the forecast period. Also, technological advancements such as retro reflectivity, marking longevity, and low installation cost is expected to fuel the demand for Road Marking Materials.

The regional analysis of global Road Marking Materials 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 market share owing the increasing road safety standards and government regulations with increasing investments in intelligent street marking systems and machines that help

in recording the driver speed, driving conditions, and temperature while communicating it to the vehicle's sensor system. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2019-2026. Factors such as traffic congestion, traffic violations, and road accidents are creating a major demand for road marking materials in the region. While, rapid industrialization coupled with expansion in production capacity to keep up with the urbanization would create lucrative growth prospects for the Road Marking Materials market across Asia-Pacific region.

Major market player included in this report are:

Sherwin-Williams Company (US)

Ennis-Flint, Inc. (US)

SWARCO AG (Austria)

Geveko Markings (Denmark)

SealMaster (US)

3M (US)

Aximum (France)

Rembrandtin Lack GmbH Nfg. KG (Austria)

Crown Technology, LLC (US)

Ozark Materials LLC (US)

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 Type:

Performance-based Markings

Thermoplastic

Cold Plastic

Paint-based Markings

Water-based

Solvent-based

By Application:

Road & Highway Marking

Parking Lot Marking

Factory Marking  
Airport Marking  
Antiskid Marking  
Others  
By Region:  
North America  
U.S.  
Canada  
Europe  
UK  
Germany  
Asia Pacific  
China  
India  
Japan  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017

Base year – 2018

Forecast period – 2019 to 2026

Target Audience of the Global Road Marking Materials 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  
Investor

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