

# **Global Soft Touch Polyurethane Coatings Market Size study, By Base Type {Water-based, Solvent-based}, By Product Type {2K, UV (Ultra Violet)}, By End-use {Transport and automotive, Electrical and electronics, Wood and furniture, Others (packaging, measuring devices)}, Analysis Regional Forecasts 2021-2027**

<https://marketpublishers.com/r/GF4E76C6774AEN.html>

Date: August 2021

Pages: 238

Price: US\$ 4,950.00 (Single User License)

ID: GF4E76C6774AEN

## **Abstracts**

Global Soft Touch Polyurethane Coatings Market reached USD XXX Billion in 2020. The Global Soft Touch Polyurethane Coatings Market tends to grow by a CAGR of XX% in the 2021-2027 period.

Soft touch polyurethane coatings is a category of soft coating products made up of polyurethane dispersions. Soft-touch coating provides a softer look and fingerprint resistance. Demand for UV soft-touch coating is growing as it provides resistance to chemicals, insects, and any cracks and absorption. Another growth factor is rising demand from the automobile sector; these coatings are used on the interior parts of the vehicle and they offer resistance to heat, abrasion, etc. Availability of substitute product is a restraint for the market. However, increasing demand from the mobile industry is an opportunity for the players, considering soft-touch coating is used in the manufacturing of mobile and laptop casing and covers. In the end-user segment, transport and automotive sector holds the largest market share. In 2021, RPM International Inc. acquired Dudic Inc. for high-quality coating manufacturing with sales in U.S., Taiwan, and South Korea markets.

The key regions covered in the global Soft Touch Polyurethane Coatings market are North America, Latin America, Europe, East Asia, South Asia-Pacific, and the Middle East & Africa. Europe dominates the market owing to the presence of established players, rise in awareness regarding the usage of sustainable coating products, and

various other initiatives taken by the government.

Major market players included in this report are:

RPM International Inc.

The Sherwin Williams Company

PPG Industries Inc

Axalta Coating Systems Ltd.

Jotun AS

AkzoNobel N.V.

Aexcel Corporation

Sokan New Materials

Hempel

Tikkurila

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 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 the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Base Type:

Water-based

Solvent-based

By Product Type:

2K

UV (Ultra Violet)

By End-use:

Transport and automotive

Electrical and electronics

Wood and furniture

Others (packaging, measuring devices)

By Region:

North America

The 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, the years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027

Target Audience of the Global Soft Touch Polyurethane Coatings 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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