

Global Traffic Road Marking Coatings Market Size Study, by Product (Epoxy, Paint, Preformed Polymer Tape, Pressure Sensitive Tape, Thermoplastic), by Usage (Permanent, Removable), by Applicator (Brush, Machine, Roller, Spray), by Application (Airport Marking, Car Park Marking, Factory Marking, Road Marking Labels, Road Marking Lines), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G4C73AABB2B1EN.html>

Date: July 2024

Pages: 200

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

ID: G4C73AABB2B1EN

Abstracts

Global Traffic Road Marking Coatings Market is valued at approximately USD 5.05 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 8.73% over the forecast period 2024-2032. Traffic road marking coatings are specialized materials applied to various road surfaces to provide visual guidance, information, and safety cues for drivers, pedestrians, and cyclists. These coatings are essential for traffic management and regulation by delineating lanes, pedestrian crosswalks, bicycle paths, and other critical road areas. The traffic road marking coatings market growth is influenced by increasing urbanization, which leads to greater demand for well-planned transportation systems and substantial investments in infrastructure development across emerging economies. However, climatic factors such as extreme temperature variations, humidity, precipitation, and exposure to UV radiation can adversely affect the durability and performance of road markings, necessitating frequent maintenance. Nevertheless, adopting advanced technologies, such as automated pavement marking machines that ensure consistent application quality while reducing human intervention, can drive further market growth.

The market is witnessing a proliferating adoption of epoxy-based road marking coatings

owing to their chemical resistance and strong adhesion properties. Epoxy-based road marking coatings are known for their durability, chemical resistance, and high adhesive properties. These coatings are widely preferred for high-traffic areas such as intersections, highways, and parking lots. Biorenewable paints are an eco-friendly alternative for traffic road marking coatings derived from renewable resources such as plant oils and bio-based solvents; these paints help reduce the environmental footprint while maintaining high performance. Moreover, low VOC solvent-based paints combine the benefits of reduced environmental impact with the durability and performance expected from traditional solvent-based coatings.

The growing need for permanent solutions that offer better value over time due to their longevity is propelling the market. Permanent traffic road marking coatings provide long-lasting solutions for various applications like highways, urban streets, parking lots, and airports. These markings are designed to endure harsh weather conditions, heavy traffic loads, and prolonged exposure to UV radiation. On the other hand, removable traffic road marking coatings offer temporary solutions ideal for construction zones, short-term events, or situations where road configurations frequently change.

The burgeoning utilization of spray application due to its high-speed performance and ability to cover large areas rapidly is another significant driver. Spray systems utilize airless spray technology that atomizes paint particles under high pressure, resulting in even coverage without wasting material. Machine application refers to using specialized equipment such as truck-mounted stripers and self-propelled machines to apply road marking coatings efficiently on large-scale projects.

The key regions considered for the global Traffic Road Marking Coatings Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Traffic Road Marking Coatings Market in terms of revenue. The market growth in the region is being attributed to factors including increased demand for higher-quality traffic road marking materials with durable properties due to the need for better infrastructure and strict regulations about road safety norms. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by rapid urbanization and industrialization, has significantly invested in the research and development of innovative traffic road marking coatings

Major market players included in this report are:

3M Company

Aexcel Corporation

BASF SE

Benjamin Moore & Co.

Chroma Merchandise

Crown USA, LLC

DG Road Safety Private Limited

Dulux Protective Coatings

Garon Products Inc.

Geveko Markings

Ingevity Corporation

Kansai Paints Co., Ltd.

Kataline Infraproducts Pvt. Ltd.

Myers Industries, Inc.

Nanjing Roadsky Traffic Facility Co., Ltd.

The detailed segments and sub-segment of the market are explained below:

By Product:

Epoxy

Paint

Preformed Polymer Tape

Pressure Sensitive Tape

Thermoplastic

By Usage:

Permanent

Removable

By Applicator:

Brush

Machine

Roller

Spray

By Application:

Airport Marking

Car Park Marking

Factory Marking

Road Marking Labels

Road Marking Lines

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

RoLA

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

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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