

Global Coating Additives Market Outlook to 2027

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Abstracts

Additives belong to a broad and diffuse category of crucial components in a coating formulation and seldom exceed 5% of the total product. Coatings have a significant impact and contribute to the ease of manufacture, the coating's stability in the packaging, quality, ease of application, and the final film's appearance. According to BlueQuark Research & Consulting, the global Coating Additives market is expected to witness a considerable growth rate during the forecast period. Growing construction activities globally and growing demand in the automotive industry are the major factors driving the market for coating, which in turn is propelling the consumption of coating additives. However, rising environmental concerns and surging demand for environmentally friendly products will soon hinder the global market growth.

The ongoing development in the urbanization and construction industry, especially in the Asia-Pacific region, is likely to drive coatings consumption and thus the need for additives. The urbanization rate in the Asia Pacific region is about 1.5% per year, the world's highest. It is appraised that by the year 2030, over half of the population in the area will be urban. According to the United Nations (U.S.), as of 2020, 33 megacities in the world mandatory planned habitation for the rapidly increasing urban population. More than 50% of the worldwide GDP is generated in cities, and urbanization can lead to sustainable growth if managed well by rising productivity. Urbanization has expanded immensely in recent years. Due to urbanization, there has been a surge in construction projects, high-rise buildings, and other construction types. Thus, as urbanization promptly increases, the number of construction projects rises, leading to coatings consumption. Coatings need proliferating in the automotive industry due to increased automobile demand, aging vehicles, and environmental concerns, which boosts the coating additive market. Moreover, increasing vehicle production in countries like China, Mexico, Indonesia, Japan, the U.S., South Korea, Germany, and India further drives the coatings market growth. The increasing demand for automobile coatings has exemplified the avant-garde of coating additives such as durable surfaces, maximizing

efficiency, exceeding customers' expectations of appearance, and meeting environmental regulations. Due to the evolution in the automotive industry and the producing material, the automotive sector's coatings are also evolving. The additives provide automobiles with a unique appearance, making them desirable for customers. One of these evolutions is intelligent layers because they can significantly enhance surface durability while adding additional properties like self-healing, self-stratifying, self-sensing soundproofing, super-hydrophobicity, and vibration damping.

In nano-based coating additives, investments are being made to transfer ordinary coatings into extremely hydrophobic and oleophobic surface properties. For instance, NANOMYTE® PC-10 is specially prepared for aqueous fluoropolymer coatings, and it can be easily comprised into commercial coating formulations for thermoset coatings such as polyurethane nitrocellulose and epoxy. These additives enhance abrasion resistance and scratch resistance.

The global Coating Additives Market is segmented based on type and application. The application segment is further segmented as Transportation, General Industry, Protective, Architectural, and Others. By product type, rheology modifiers are anticipated to dominate the global coating additives market in the forecasted period owing to their help controlling paint shelf stability, ease of application, available time/wet edge, and sagging.

Coating additives are one of the most significant contents in formulating a coating and help control its performance. The architectural layer is the most extensive application of the coating additives market and includes additives for exterior and interior coatings (including roofs, floors, pavement, walkways, floors, etc.). The ability of coatings additives to protect from moisture, microbial growth, heat, and chemicals for a significant duration leads to the increasing demand for coating additives in the architectural segment. The rising increase in the construction industry due to rapid urbanization and growth in living standards and per capita revenue has led to the rapid development of the coatings industry. In 2019, more than half of the global population lived in urban areas, and the urban population is evaluated to reach 2.5 billion by the year 2050. These trends are mainly noticed in African and Asian countries. The architectural coatings segment acts as a massive market for biocides, rheology modifiers, and flow and leveling products. Following global trends and regulations to decrease VOCs in many traditional materials, formulators are looking to transition to more environmentally friendly systems. High durability with preferred technology additives is significantly expanding to provide an expanded service life infrequently disinfected areas and scrubbed with severe chemicals in commercial and institutional

buildings, such as hospitals, schools, universities, and hotel lobbies. Architectural coatings also provide air barriers essential for growing energy efficiency in building compartments. Air barriers obstruct the flow of air through the building, preserving the structure and surging the efficiency of heating and cooling systems.

The global Coating Additives Market is fragmented into Asia-Pacific, North America, South America, Europe, and Middle East & Africa based on geography. Asia-Pacific region accounted for the largest coating additives market in 2019 in terms of revenue due to the developing construction in the area, accompanied by rising spending in the industrial coating sector and infrastructural developments in developing countries like China, India, and Indonesia.

The United States (U.S.) is the world's largest economy. The country's GDP has reduced at a yearly rate of 5% in the first and 9.5% in the second quarters of 2020, owing to the continuing coronavirus pandemic. The coatings industry is a vital and dynamic part of the U.S. economy, and coatings are indispensable products to protect a great multitude of end-uses. The U.S. coatings industry includes manufacturers, raw material suppliers, and distributors. The initiative consists of approximately 1,000 companies operating in about 1,300 establishments. Coating Additives industry facilities are located in urban areas like Cleveland, Louisville, Northern New Jersey, California, Florida, Chicago, and Washington State. Architectural coatings shipments act for more than half of the volume of paint sold in the United States, and nearly 90% of all architectural coatings in the country are water based. The construction industry is a vital contributor to the economy of the United States. The USD 20 trillion U.S. economy relies on a massive infrastructure network, from bridges and roads to freightage rail and ports to electrical grids and internet provision. The country's coatings additives market is mainly propelled by rising investment in the residential construction segment and increasing demand for modifying the old buildings. However, due to the global crisis, the region's need will be on the lower side in 2020 due to the moistening of construction activities. In 2020, construction layout in the first two months combined surged 8% from the same period in 2019, encouraged by a 13% jump in single-family construction, an 11% rise in a public building, and the lowest 1% rise in private non-residential spendings. The country has an unrestricted investment policy, a huge consumer market, available infrastructure, and local and state government incentives for the automotive sector. There is a slowdown in the development rate in the coating additives industry and the country's economy. The surging use of nanotechnology in the coating additives industry is expected to offer several opportunities for the market's growth. In the country, the architectural coating end-use industry is the dominating end-user for coatings and additives. The utilization of coating additives in the country is likely to grow

at a moderate pace in the forecasted period.

The major market players in the worldwide market are Ashland Inc., BYK-Chemie GmbH, Dow Inc., Evonik Industries AG, Arkema S.A., and BASF SE, among others.

Xylem launched a new multi-disciplinary core for water, wastewater, and energy technologies at the company's regional headquarters in Singapore. Located at ICON@IBP, the expanded office brings its regional R&D capability into a new Xylem Technology Hub Singapore (XTHS), besides its regional leadership and personnel.

Our Global Coating Additives Market report provides deep insight into the current and future state of the Coating Additives Market across various regions. The study comprehensively analyzes the Coating Additives Market by segments based on Product Type (Biocides, Flow & Leveling, Radiation Cure, Wetting & Dispersing, Defoamer & Deaerater, Rheology Modifier, Catalysts & Drier and Others), Application (Architectural, Transportation, General Industry, Protective and Others), and by Geography (Asia Pacific, North America, Europe, South America, and Middle-East and Africa). The report examines the market drivers and restraints, along with the impact of Covid-19, which influences the market growth. The study covers & includes emerging market trends, market developments, market opportunities, market size, market analysis, market dynamics, and challenges in the industry. This report also covers extensively researched competitive landscape sections with profiles of prominent companies, including their market share and projects.

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