

Global Electrocoating (E-Coat) Market Outlook to 2027

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Abstracts

Electrocoating is an organic coating process that uses electrically charged particles to deposit out of a water suspension to a conductive part, and paint is applied to a position at a particular film thickness, controlled by the amount of voltage applied. According to BlueQuark Research & Consulting, the global electrocoating market is expected to witness significant growth during the forecasted period. Factors like usage of electrocoating in the automotive industry due to multiple applications of e-coat are considered to drive the market in the forecasted period. Further, the increasing use of electrocoating for bulk finishing and heavy-duty equipment is anticipated to stimulate market demand over the forecast period. Furthermore, electrocoating using electric current to deposit paint surface, which is rising demand for electrical and electronic products facilitate the rapid use of electricity in metal furniture is predicted to augment the market growth. However, high maintenance and construction costs of escort line restriction in color changes are awaited to restrict the market growth.

Electrocoating is used in various applications in numerous sectors, including automotive, heavy-duty equipment, bulk finishing, agricultural equipment, electrical housing, heavy-duty electronics, metal furniture, marine, building and household products, and power transformers.

The automotive sector is the primary user of electrocoating due to their rising demand for applications as finishers for automotive parts. Electrocoat is a stable emulsion of deionized water and organic resins comprising of solvents & ionic components. The automotive industry has witnessed high demand for color customization due to the availability of electrocoating in a wide range of colors & glosses are resulting in spiked adoption of e-coat in this industry. Cathodic type e-coat is used in appliances and automotive industry for the parts with cavities, complex ware packages & hidden portions that require coatings as they contain high chemical and corrosion-resistant. The e-coating process provides greater ease of regulations of thickness level, it's much

easier to produce thinner layers, and these advantages are particularly significant in the automotive industry, where an e-coating is applied as primer coat before painting for increase corrosion protection, and these factors are expected to drive the growth of the e-coat market.

Some market players are Axalta, PPG Industries, Inc., BASF SE, Nippon Paint Holding Co, Ltd., Valspar, Tatung Fine Chemicals, KCC Corporation, and Luvata Oy.

The Asia Pacific region dominated the global market of electrocoating market due to increased demand for automotive production, growing adoption of modern agriculture equipment by the farmers, & growing industrial sector. Further, China is majorly focusing on increasing demand for the production and sale of electric vehicles, which is likely to expand the market for e-coat in the forecasted period. Acrylic Cathodic coat type is used as a one-coat finish for agricultural implements, garden equipment, appliances, and exterior HVAC, as one coat of an acrylic cathodic e-coat is sufficient for protecting against UV rays and corrosion. High demand for e-coating in the automotive sector is driven by the growing production of passengers cars & commercial vehicles due to the trend of color customization vehicles, especially in passengers cars. Electrocoat is also very cost-effective as it provides nearly 100% material utilization with good energy efficiency and relatively low cost per square foot of applied coating. The market for e-coating is influenced by the end-used industries, awareness about the need for a corrosion-free, smooth finish, broad compatibility.

June 2021, MacDermid Enthone Industrial Solutions announces its intention to acquire Conventya.

Global Electrocoating (E-Coat) report provides deep insight into the Industrial market's current and future state across various regions. The study comprehensively analyses the Electrocoating (E-Coat) market by segmenting based on Product type (Cathodic Epoxy, Cathodic Acrylic, Anodic), Technology (Epoxy Coating Technology, Acrylic Coating Technology), Applications (Automotive parts & Accessories, Commercial Vehicles, Heavy-duty Equipment, Agriculture Equipments, Others), and Geography (Asia-Pacific, North America, Europe, South America, and Middle-East and Africa). The report evaluates the market drivers and restraints and the impact of Covid-19 on the market growth in detail. The study covers and includes emerging market trends, development, opportunities, and challenges in the industry. This report also covers extensively researched competitive landscape sections with prominent companies and profiles, including their market shares and projects.

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Iron Paint Holdings Co., Ltd.

Valspar Corporation
Dow Chemicals Co., Ltd
PPG Industries Corporation
Nippon Paint Co., Ltd
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PPG PAINT & COATINGS Co., Ltd.
Eastman Chemicals, Inc.
PPG Coatings
PPG Metal Finishing LLC
PPG, Inc.
PPG Creamery* *List of companies is not exhaustive*

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