

Global Waterproof Coatings For Home Improvement Market Research Report 2026(Status and Outlook)

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Abstracts

Market demand growth: As people's requirements for the comfort and safety of the living environment continue to increase, the demand for home decoration waterproof coatings continues to grow. Whether it is a new house or an old house renovation, waterproofing engineering is an essential part, so the market demand for home improvement waterproof coatings is showing a steady growth trend.

The global Waterproof Coatings For Home Improvement market size was estimated at USD 4850.25 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.45% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Waterproof Coatings For Home Improvement market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Waterproof Coatings For Home Improvement market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Waterproof Coatings For Home Improvement market.

Global Waterproof Coatings For Home Improvement Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Sika
Polycoat
BMI Group
Mapei
ALCHIMICA
Eagle Group
Kemper System
Henkel Polybit
Maris
BASF
Sherwin-Williams
Berger Paints
PAREX
3M
Carpoly
Oriental Yuhong
Keshun Waterproof Technology

He Sheng Chemical Industry
Canlon
Yuandahongyu Waterproof Material
Dayu Water-Proof Technology

Market Segmentation (by Type)

Polyurethane Waterproof Coating
Acrylic Waterproof Coating
JS Waterproof Coating
K11 Waterproof Coating

Market Segmentation (by Application)

Kitchen
Toilet Bathroom
Balcony
Roof
Exterior Wall
Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Waterproof Coatings For Home Improvement Market

Overview of the regional outlook of the Waterproof Coatings For Home Improvement Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Waterproof Coatings For Home Improvement Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Waterproof Coatings For Home Improvement, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Waterproof Coatings For Home Improvement
- 1.2 Key Market Segments
 - 1.2.1 Waterproof Coatings For Home Improvement Segment by Type
 - 1.2.2 Waterproof Coatings For Home Improvement Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 WATERPROOF COATINGS FOR HOME IMPROVEMENT MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Waterproof Coatings For Home Improvement Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Waterproof Coatings For Home Improvement Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 WATERPROOF COATINGS FOR HOME IMPROVEMENT MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Waterproof Coatings For Home Improvement Product Life Cycle
- 3.3 Global Waterproof Coatings For Home Improvement Sales by Manufacturers (2020-2025)
- 3.4 Global Waterproof Coatings For Home Improvement Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Waterproof Coatings For Home Improvement Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Waterproof Coatings For Home Improvement Average Price by Manufacturers (2020-2025)

- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Waterproof Coatings For Home Improvement Market Competitive Situation and Trends
 - 3.8.1 Waterproof Coatings For Home Improvement Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Waterproof Coatings For Home Improvement Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 WATERPROOF COATINGS FOR HOME IMPROVEMENT INDUSTRY CHAIN ANALYSIS

- 4.1 Waterproof Coatings For Home Improvement Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF WATERPROOF COATINGS FOR HOME IMPROVEMENT MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Waterproof Coatings For Home Improvement Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Waterproof Coatings For Home Improvement Market
- 5.7 ESG Ratings of Leading Companies

6 WATERPROOF COATINGS FOR HOME IMPROVEMENT MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Waterproof Coatings For Home Improvement Sales Market Share by Type (2020-2025)
- 6.3 Global Waterproof Coatings For Home Improvement Market Size by Type (2020-2025)
- 6.4 Global Waterproof Coatings For Home Improvement Price by Type (2020-2025)

7 WATERPROOF COATINGS FOR HOME IMPROVEMENT MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Waterproof Coatings For Home Improvement Market Sales by Application (2020-2025)
- 7.3 Global Waterproof Coatings For Home Improvement Market Size (M USD) by Application (2020-2025)
- 7.4 Global Waterproof Coatings For Home Improvement Sales Growth Rate by Application (2020-2025)

8 WATERPROOF COATINGS FOR HOME IMPROVEMENT MARKET SALES BY REGION

- 8.1 Global Waterproof Coatings For Home Improvement Sales by Region
 - 8.1.1 Global Waterproof Coatings For Home Improvement Sales by Region
 - 8.1.2 Global Waterproof Coatings For Home Improvement Sales Market Share by Region
- 8.2 Global Waterproof Coatings For Home Improvement Market Size by Region
 - 8.2.1 Global Waterproof Coatings For Home Improvement Market Size by Region
 - 8.2.2 Global Waterproof Coatings For Home Improvement Market Size by Region
- 8.3 North America
 - 8.3.1 North America Waterproof Coatings For Home Improvement Sales by Country
 - 8.3.2 North America Waterproof Coatings For Home Improvement Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview

8.4 Europe

- 8.4.1 Europe Waterproof Coatings For Home Improvement Sales by Country
- 8.4.2 Europe Waterproof Coatings For Home Improvement Market Size by Country
- 8.4.3 Germany Market Overview
- 8.4.4 France Market Overview
- 8.4.5 U.K. Market Overview
- 8.4.6 Italy Market Overview
- 8.4.7 Spain Market Overview

8.5 Asia Pacific

- 8.5.1 Asia Pacific Waterproof Coatings For Home Improvement Sales by Region
- 8.5.2 Asia Pacific Waterproof Coatings For Home Improvement Market Size by Region
- 8.5.3 China Market Overview
- 8.5.4 Japan Market Overview
- 8.5.5 South Korea Market Overview
- 8.5.6 India Market Overview
- 8.5.7 Southeast Asia Market Overview

8.6 South America

- 8.6.1 South America Waterproof Coatings For Home Improvement Sales by Country
- 8.6.2 South America Waterproof Coatings For Home Improvement Market Size by Country
- 8.6.3 Brazil Market Overview
- 8.6.4 Argentina Market Overview
- 8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Waterproof Coatings For Home Improvement Sales by Region
- 8.7.2 Middle East and Africa Waterproof Coatings For Home Improvement Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 WATERPROOF COATINGS FOR HOME IMPROVEMENT MARKET PRODUCTION BY REGION

9.1 Global Production of Waterproof Coatings For Home Improvement by Region(2020-2025)

9.2 Global Waterproof Coatings For Home Improvement Revenue Market Share by Region (2020-2025)

9.3 Global Waterproof Coatings For Home Improvement Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Waterproof Coatings For Home Improvement Production

9.4.1 North America Waterproof Coatings For Home Improvement Production Growth Rate (2020-2025)

9.4.2 North America Waterproof Coatings For Home Improvement Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Waterproof Coatings For Home Improvement Production

9.5.1 Europe Waterproof Coatings For Home Improvement Production Growth Rate (2020-2025)

9.5.2 Europe Waterproof Coatings For Home Improvement Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Waterproof Coatings For Home Improvement Production (2020-2025)

9.6.1 Japan Waterproof Coatings For Home Improvement Production Growth Rate (2020-2025)

9.6.2 Japan Waterproof Coatings For Home Improvement Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Waterproof Coatings For Home Improvement Production (2020-2025)

9.7.1 China Waterproof Coatings For Home Improvement Production Growth Rate (2020-2025)

9.7.2 China Waterproof Coatings For Home Improvement Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Sika

10.1.1 Sika Basic Information

10.1.2 Sika Waterproof Coatings For Home Improvement Product Overview

10.1.3 Sika Waterproof Coatings For Home Improvement Product Market Performance

10.1.4 Sika Business Overview

10.1.5 Sika SWOT Analysis

10.1.6 Sika Recent Developments

10.2 Polycoat

10.2.1 Polycoat Basic Information

10.2.2 Polycoat Waterproof Coatings For Home Improvement Product Overview

10.2.3 Polycoat Waterproof Coatings For Home Improvement Product Market Performance

- 10.2.4 Polycoat Business Overview
- 10.2.5 Polycoat SWOT Analysis
- 10.2.6 Polycoat Recent Developments
- 10.3 BMI Group
 - 10.3.1 BMI Group Basic Information
 - 10.3.2 BMI Group Waterproof Coatings For Home Improvement Product Overview
 - 10.3.3 BMI Group Waterproof Coatings For Home Improvement Product Market Performance
 - 10.3.4 BMI Group Business Overview
 - 10.3.5 BMI Group SWOT Analysis
 - 10.3.6 BMI Group Recent Developments
- 10.4 Mapei
 - 10.4.1 Mapei Basic Information
 - 10.4.2 Mapei Waterproof Coatings For Home Improvement Product Overview
 - 10.4.3 Mapei Waterproof Coatings For Home Improvement Product Market Performance
 - 10.4.4 Mapei Business Overview
 - 10.4.5 Mapei Recent Developments
- 10.5 ALCHIMICA
 - 10.5.1 ALCHIMICA Basic Information
 - 10.5.2 ALCHIMICA Waterproof Coatings For Home Improvement Product Overview
 - 10.5.3 ALCHIMICA Waterproof Coatings For Home Improvement Product Market Performance
 - 10.5.4 ALCHIMICA Business Overview
 - 10.5.5 ALCHIMICA Recent Developments
- 10.6 Eagle Group
 - 10.6.1 Eagle Group Basic Information
 - 10.6.2 Eagle Group Waterproof Coatings For Home Improvement Product Overview
 - 10.6.3 Eagle Group Waterproof Coatings For Home Improvement Product Market Performance
 - 10.6.4 Eagle Group Business Overview
 - 10.6.5 Eagle Group Recent Developments
- 10.7 Kemper System
 - 10.7.1 Kemper System Basic Information
 - 10.7.2 Kemper System Waterproof Coatings For Home Improvement Product Overview
 - 10.7.3 Kemper System Waterproof Coatings For Home Improvement Product Market Performance
 - 10.7.4 Kemper System Business Overview

- 10.7.5 Kemper System Recent Developments
- 10.8 Henkel Polybit
 - 10.8.1 Henkel Polybit Basic Information
 - 10.8.2 Henkel Polybit Waterproof Coatings For Home Improvement Product Overview
 - 10.8.3 Henkel Polybit Waterproof Coatings For Home Improvement Product Market Performance
 - 10.8.4 Henkel Polybit Business Overview
 - 10.8.5 Henkel Polybit Recent Developments
- 10.9 Maris
 - 10.9.1 Maris Basic Information
 - 10.9.2 Maris Waterproof Coatings For Home Improvement Product Overview
 - 10.9.3 Maris Waterproof Coatings For Home Improvement Product Market Performance
 - 10.9.4 Maris Business Overview
 - 10.9.5 Maris Recent Developments
- 10.10 BASF
 - 10.10.1 BASF Basic Information
 - 10.10.2 BASF Waterproof Coatings For Home Improvement Product Overview
 - 10.10.3 BASF Waterproof Coatings For Home Improvement Product Market Performance
 - 10.10.4 BASF Business Overview
 - 10.10.5 BASF Recent Developments
- 10.11 Sherwin-Williams
 - 10.11.1 Sherwin-Williams Basic Information
 - 10.11.2 Sherwin-Williams Waterproof Coatings For Home Improvement Product Overview
 - 10.11.3 Sherwin-Williams Waterproof Coatings For Home Improvement Product Market Performance
 - 10.11.4 Sherwin-Williams Business Overview
 - 10.11.5 Sherwin-Williams Recent Developments
- 10.12 Berger Paints
 - 10.12.1 Berger Paints Basic Information
 - 10.12.2 Berger Paints Waterproof Coatings For Home Improvement Product Overview
 - 10.12.3 Berger Paints Waterproof Coatings For Home Improvement Product Market Performance
 - 10.12.4 Berger Paints Business Overview
 - 10.12.5 Berger Paints Recent Developments
- 10.13 PAREX
 - 10.13.1 PAREX Basic Information

- 10.13.2 PAREX Waterproof Coatings For Home Improvement Product Overview
- 10.13.3 PAREX Waterproof Coatings For Home Improvement Product Market Performance
- 10.13.4 PAREX Business Overview
- 10.13.5 PAREX Recent Developments
- 10.14 3M
 - 10.14.1 3M Basic Information
 - 10.14.2 3M Waterproof Coatings For Home Improvement Product Overview
 - 10.14.3 3M Waterproof Coatings For Home Improvement Product Market Performance
 - 10.14.4 3M Business Overview
 - 10.14.5 3M Recent Developments
- 10.15 Carpoly
 - 10.15.1 Carpoly Basic Information
 - 10.15.2 Carpoly Waterproof Coatings For Home Improvement Product Overview
 - 10.15.3 Carpoly Waterproof Coatings For Home Improvement Product Market Performance
 - 10.15.4 Carpoly Business Overview
 - 10.15.5 Carpoly Recent Developments
- 10.16 Oriental Yuhong
 - 10.16.1 Oriental Yuhong Basic Information
 - 10.16.2 Oriental Yuhong Waterproof Coatings For Home Improvement Product Overview
 - 10.16.3 Oriental Yuhong Waterproof Coatings For Home Improvement Product Market Performance
 - 10.16.4 Oriental Yuhong Business Overview
 - 10.16.5 Oriental Yuhong Recent Developments
- 10.17 Keshun Waterproof Technology
 - 10.17.1 Keshun Waterproof Technology Basic Information
 - 10.17.2 Keshun Waterproof Technology Waterproof Coatings For Home Improvement Product Overview
 - 10.17.3 Keshun Waterproof Technology Waterproof Coatings For Home Improvement Product Market Performance
 - 10.17.4 Keshun Waterproof Technology Business Overview
 - 10.17.5 Keshun Waterproof Technology Recent Developments
- 10.18 He Sheng Chemical Industry
 - 10.18.1 He Sheng Chemical Industry Basic Information
 - 10.18.2 He Sheng Chemical Industry Waterproof Coatings For Home Improvement Product Overview
 - 10.18.3 He Sheng Chemical Industry Waterproof Coatings For Home Improvement

Product Market Performance

10.18.4 He Sheng Chemical Industry Business Overview

10.18.5 He Sheng Chemical Industry Recent Developments

10.19 Canlon

10.19.1 Canlon Basic Information

10.19.2 Canlon Waterproof Coatings For Home Improvement Product Overview

10.19.3 Canlon Waterproof Coatings For Home Improvement Product Market

Performance

10.19.4 Canlon Business Overview

10.19.5 Canlon Recent Developments

10.20 Yuandahongyu Waterproof Material

10.20.1 Yuandahongyu Waterproof Material Basic Information

10.20.2 Yuandahongyu Waterproof Material Waterproof Coatings For Home Improvement Product Overview

10.20.3 Yuandahongyu Waterproof Material Waterproof Coatings For Home Improvement Product Market Performance

10.20.4 Yuandahongyu Waterproof Material Business Overview

10.20.5 Yuandahongyu Waterproof Material Recent Developments

10.21 Dayu Water-Proof Technology

10.21.1 Dayu Water-Proof Technology Basic Information

10.21.2 Dayu Water-Proof Technology Waterproof Coatings For Home Improvement Product Overview

10.21.3 Dayu Water-Proof Technology Waterproof Coatings For Home Improvement Product Market Performance

10.21.4 Dayu Water-Proof Technology Business Overview

10.21.5 Dayu Water-Proof Technology Recent Developments

11 WATERPROOF COATINGS FOR HOME IMPROVEMENT MARKET FORECAST BY REGION

11.1 Global Waterproof Coatings For Home Improvement Market Size Forecast

11.2 Global Waterproof Coatings For Home Improvement Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Waterproof Coatings For Home Improvement Market Size Forecast by Country

11.2.3 Asia Pacific Waterproof Coatings For Home Improvement Market Size Forecast by Region

11.2.4 South America Waterproof Coatings For Home Improvement Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Waterproof Coatings For Home Improvement by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Waterproof Coatings For Home Improvement Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Waterproof Coatings For Home Improvement by Type (2026-2035)

12.1.2 Global Waterproof Coatings For Home Improvement Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Waterproof Coatings For Home Improvement by Type (2026-2035)

12.2 Global Waterproof Coatings For Home Improvement Market Forecast by Application (2026-2035)

12.2.1 Global Waterproof Coatings For Home Improvement Sales (K MT) Forecast by Application

12.2.2 Global Waterproof Coatings For Home Improvement Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Waterproof Coatings For Home Improvement Market Size by Type (M USD)

Table 4. Global Waterproof Coatings For Home Improvement Market Size by Application

Table 5. Waterproof Coatings For Home Improvement Market Size Comparison by Region (M USD)

Table 6. Global Waterproof Coatings For Home Improvement Sales (K MT) by Manufacturers (2020-2025)

Table 7. Global Waterproof Coatings For Home Improvement Sales Market Share by Manufacturers (2020-2025)

Table 8. Global Waterproof Coatings For Home Improvement Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global Waterproof Coatings For Home Improvement Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Waterproof Coatings For Home Improvement as of 2025)

Table 11. Global Market Waterproof Coatings For Home Improvement Average Price (USD/KG) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Waterproof Coatings For Home Improvement Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Waterproof Coatings For Home Improvement Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading

Countries

Table 26. Global Waterproof Coatings For Home Improvement Sales by Type (K MT)

Table 27. Global Waterproof Coatings For Home Improvement Market Size by Type (M USD)

Table 28. Global Waterproof Coatings For Home Improvement Sales (K MT) by Type (2020-2025)

Table 29. Global Waterproof Coatings For Home Improvement Sales Market Share by Type (2020-2025)

Table 30. Global Waterproof Coatings For Home Improvement Market Size (M USD) by Type (2020-2025)

Table 31. Global Waterproof Coatings For Home Improvement Market Share by Type (2020-2025)

Table 32. Global Waterproof Coatings For Home Improvement Price (USD/KG) by Type (2020-2025)

Table 33. Global Waterproof Coatings For Home Improvement Sales (K MT) by Application

Table 34. Global Waterproof Coatings For Home Improvement Market Size by Application

Table 35. Global Waterproof Coatings For Home Improvement Sales by Application (2020-2025) & (K MT)

Table 36. Global Waterproof Coatings For Home Improvement Sales Market Share by Application (2020-2025)

Table 37. Global Waterproof Coatings For Home Improvement Market Size by Application (2020-2025) & (M USD)

Table 38. Global Waterproof Coatings For Home Improvement Market Share by Application (2020-2025)

Table 39. Global Waterproof Coatings For Home Improvement Sales Growth Rate by Application (2020-2025)

Table 40. Global Waterproof Coatings For Home Improvement Sales by Region (2020-2025) & (K MT)

Table 41. Global Waterproof Coatings For Home Improvement Sales Market Share by Region (2020-2025)

Table 42. Global Waterproof Coatings For Home Improvement Market Size by Region (2020-2025) & (M USD)

Table 43. Global Waterproof Coatings For Home Improvement Market Size by Region (2020-2025)

Table 44. North America Waterproof Coatings For Home Improvement Sales by Country (2020-2025) & (K MT)

Table 45. North America Waterproof Coatings For Home Improvement Market Size by

Country (2020-2025) & (M USD)

Table 46. Europe Waterproof Coatings For Home Improvement Sales by Country (2020-2025) & (K MT)

Table 47. Europe Waterproof Coatings For Home Improvement Market Size by Country (2020-2025) & (M USD)

Table 48. Asia Pacific Waterproof Coatings For Home Improvement Sales by Region (2020-2025) & (K MT)

Table 49. Asia Pacific Waterproof Coatings For Home Improvement Market Size by Region (2020-2025) & (M USD)

Table 50. South America Waterproof Coatings For Home Improvement Sales by Country (2020-2025) & (K MT)

Table 51. South America Waterproof Coatings For Home Improvement Market Size by Country (2020-2025) & (M USD)

Table 52. Middle East and Africa Waterproof Coatings For Home Improvement Sales by Region (2020-2025) & (K MT)

Table 53. Middle East and Africa Waterproof Coatings For Home Improvement Market Size by Region (2020-2025) & (M USD)

Table 54. Global Waterproof Coatings For Home Improvement Production (K MT) by Region(2020-2025)

Table 55. Global Waterproof Coatings For Home Improvement Revenue (US\$ Million) by Region (2020-2025)

Table 56. Global Waterproof Coatings For Home Improvement Revenue Market Share by Region (2020-2025)

Table 57. Global Waterproof Coatings For Home Improvement Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 58. North America Waterproof Coatings For Home Improvement Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 59. Europe Waterproof Coatings For Home Improvement Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 60. Japan Waterproof Coatings For Home Improvement Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 61. China Waterproof Coatings For Home Improvement Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 62. Sika Basic Information

Table 63. Sika Waterproof Coatings For Home Improvement Product Overview

Table 64. Sika Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 65. Sika Business Overview

Table 66. Sika SWOT Analysis

Table 67. Sika Recent Developments

Table 68. Polycoat Basic Information

Table 69. Polycoat Waterproof Coatings For Home Improvement Product Overview

Table 70. Polycoat Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 71. Polycoat Business Overview

Table 72. Polycoat SWOT Analysis

Table 73. Polycoat Recent Developments

Table 74. BMI Group Basic Information

Table 75. BMI Group Waterproof Coatings For Home Improvement Product Overview

Table 76. BMI Group Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 77. BMI Group Business Overview

Table 78. BMI Group SWOT Analysis

Table 79. BMI Group Recent Developments

Table 80. Mapei Basic Information

Table 81. Mapei Waterproof Coatings For Home Improvement Product Overview

Table 82. Mapei Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 83. Mapei Business Overview

Table 84. Mapei Recent Developments

Table 85. ALCHIMICA Basic Information

Table 86. ALCHIMICA Waterproof Coatings For Home Improvement Product Overview

Table 87. ALCHIMICA Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 88. ALCHIMICA Business Overview

Table 89. ALCHIMICA Recent Developments

Table 90. Eagle Group Basic Information

Table 91. Eagle Group Waterproof Coatings For Home Improvement Product Overview

Table 92. Eagle Group Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 93. Eagle Group Business Overview

Table 94. Eagle Group Recent Developments

Table 95. Kemper System Basic Information

Table 96. Kemper System Waterproof Coatings For Home Improvement Product Overview

Table 97. Kemper System Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 98. Kemper System Business Overview

Table 99. Kemper System Recent Developments

Table 100. Henkel Polybit Basic Information

Table 101. Henkel Polybit Waterproof Coatings For Home Improvement Product Overview

Table 102. Henkel Polybit Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 103. Henkel Polybit Business Overview

Table 104. Henkel Polybit Recent Developments

Table 105. Maris Basic Information

Table 106. Maris Waterproof Coatings For Home Improvement Product Overview

Table 107. Maris Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 108. Maris Business Overview

Table 109. Maris Recent Developments

Table 110. BASF Basic Information

Table 111. BASF Waterproof Coatings For Home Improvement Product Overview

Table 112. BASF Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 113. BASF Business Overview

Table 114. BASF Recent Developments

Table 115. Sherwin-Williams Basic Information

Table 116. Sherwin-Williams Waterproof Coatings For Home Improvement Product Overview

Table 117. Sherwin-Williams Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 118. Sherwin-Williams Business Overview

Table 119. Sherwin-Williams Recent Developments

Table 120. Berger Paints Basic Information

Table 121. Berger Paints Waterproof Coatings For Home Improvement Product Overview

Table 122. Berger Paints Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 123. Berger Paints Business Overview

Table 124. Berger Paints Recent Developments

Table 125. PAREX Basic Information

Table 126. PAREX Waterproof Coatings For Home Improvement Product Overview

Table 127. PAREX Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 128. PAREX Business Overview

- Table 129. PAREX Recent Developments
- Table 130. 3M Basic Information
- Table 131. 3M Waterproof Coatings For Home Improvement Product Overview
- Table 132. 3M Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 133. 3M Business Overview
- Table 134. 3M Recent Developments
- Table 135. Carpoly Basic Information
- Table 136. Carpoly Waterproof Coatings For Home Improvement Product Overview
- Table 137. Carpoly Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 138. Carpoly Business Overview
- Table 139. Carpoly Recent Developments
- Table 140. Oriental Yuhong Basic Information
- Table 141. Oriental Yuhong Waterproof Coatings For Home Improvement Product Overview
- Table 142. Oriental Yuhong Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 143. Oriental Yuhong Business Overview
- Table 144. Oriental Yuhong Recent Developments
- Table 145. Keshun Waterproof Technology Basic Information
- Table 146. Keshun Waterproof Technology Waterproof Coatings For Home Improvement Product Overview
- Table 147. Keshun Waterproof Technology Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 148. Keshun Waterproof Technology Business Overview
- Table 149. Keshun Waterproof Technology Recent Developments
- Table 150. He Sheng Chemical Industry Basic Information
- Table 151. He Sheng Chemical Industry Waterproof Coatings For Home Improvement Product Overview
- Table 152. He Sheng Chemical Industry Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 153. He Sheng Chemical Industry Business Overview
- Table 154. He Sheng Chemical Industry Recent Developments
- Table 155. Canlon Basic Information
- Table 156. Canlon Waterproof Coatings For Home Improvement Product Overview
- Table 157. Canlon Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 158. Canlon Business Overview

Table 159. Canlon Recent Developments

Table 160. Yuandahongyu Waterproof Material Basic Information

Table 161. Yuandahongyu Waterproof Material Waterproof Coatings For Home Improvement Product Overview

Table 162. Yuandahongyu Waterproof Material Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 163. Yuandahongyu Waterproof Material Business Overview

Table 164. Yuandahongyu Waterproof Material Recent Developments

Table 165. Dayu Water-Proof Technology Basic Information

Table 166. Dayu Water-Proof Technology Waterproof Coatings For Home Improvement Product Overview

Table 167. Dayu Water-Proof Technology Waterproof Coatings For Home Improvement Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 168. Dayu Water-Proof Technology Business Overview

Table 169. Dayu Water-Proof Technology Recent Developments

Table 170. Global Waterproof Coatings For Home Improvement Sales Forecast by Region (2026-2035) & (K MT)

Table 171. Global Waterproof Coatings For Home Improvement Market Size Forecast by Region (2026-2035) & (M USD)

Table 172. North America Waterproof Coatings For Home Improvement Sales Forecast by Country (2026-2035) & (K MT)

Table 173. North America Waterproof Coatings For Home Improvement Market Size Forecast by Country (2026-2035) & (M USD)

Table 174. Europe Waterproof Coatings For Home Improvement Sales Forecast by Country (2026-2035) & (K MT)

Table 175. Europe Waterproof Coatings For Home Improvement Market Size Forecast by Country (2026-2035) & (M USD)

Table 176. Asia Pacific Waterproof Coatings For Home Improvement Sales Forecast by Region (2026-2035) & (K MT)

Table 177. Asia Pacific Waterproof Coatings For Home Improvement Market Size Forecast by Region (2026-2035) & (M USD)

Table 178. South America Waterproof Coatings For Home Improvement Sales Forecast by Country (2026-2035) & (K MT)

Table 179. South America Waterproof Coatings For Home Improvement Market Size Forecast by Country (2026-2035) & (M USD)

Table 180. Middle East and Africa Waterproof Coatings For Home Improvement Sales Forecast by Country (2026-2035) & (Units)

Table 181. Middle East and Africa Waterproof Coatings For Home Improvement Market Size Forecast by Country (2026-2035) & (M USD)

Table 182. Global Waterproof Coatings For Home Improvement Sales Forecast by Type (2026-2035) & (K MT)

Table 183. Global Waterproof Coatings For Home Improvement Market Size Forecast by Type (2026-2035) & (M USD)

Table 184. Global Waterproof Coatings For Home Improvement Price Forecast by Type (2026-2035) & (USD/KG)

Table 185. Global Waterproof Coatings For Home Improvement Sales (K MT) Forecast by Application (2026-2035)

Table 186. Global Waterproof Coatings For Home Improvement Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Product Picture of Waterproof Coatings For Home Improvement

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Waterproof Coatings For Home Improvement Market Size (M USD), 2025-2035

Figure 5. Global Waterproof Coatings For Home Improvement Market Size (M USD) (2020-2035)

Figure 6. Global Waterproof Coatings For Home Improvement Sales (K MT) & (2020-2035)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 9. Evaluation Matrix of Regional Market Development Potential

Figure 10. Waterproof Coatings For Home Improvement Market Size by Country (M USD)

Figure 11. Company Assessment Quadrant

Figure 12. Global Waterproof Coatings For Home Improvement Product Life Cycle

Figure 13. Waterproof Coatings For Home Improvement Sales Share by Manufacturers in 2025

Figure 14. Global Waterproof Coatings For Home Improvement Revenue Share by Manufacturers in 2025

Figure 15. Waterproof Coatings For Home Improvement Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 16. Global Market Waterproof Coatings For Home Improvement Average Price (USD/KG) of Key Manufacturers in 2025

Figure 17. The Global 5 and 10 Largest Players: Market Share by Waterproof Coatings For Home Improvement Revenue in 2025

Figure 18. Industry Chain Map of Waterproof Coatings For Home Improvement

Figure 19. Global Waterproof Coatings For Home Improvement Market PEST Analysis

Figure 20. Global Waterproof Coatings For Home Improvement Market Porter's Five Forces Analysis

Figure 21. Global Merchandise Trade as a Percentage Of GDP

Figure 22. US - Imports of Goods by Country

Figure 23. China Exports by Country

Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers

Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)

- Figure 26. Global Waterproof Coatings For Home Improvement Market Share by Type
- Figure 27. Sales Market Share of Waterproof Coatings For Home Improvement by Type (2020-2025)
- Figure 28. Sales Market Share of Waterproof Coatings For Home Improvement by Type in 2025
- Figure 29. Market Share of Waterproof Coatings For Home Improvement by Type (2020-2025)
- Figure 30. Market Share of Waterproof Coatings For Home Improvement by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Waterproof Coatings For Home Improvement Market Share by Application
- Figure 33. Global Waterproof Coatings For Home Improvement Sales Market Share by Application (2020-2025)
- Figure 34. Global Waterproof Coatings For Home Improvement Sales Market Share by Application in 2025
- Figure 35. Global Waterproof Coatings For Home Improvement Market Share by Application (2020-2025)
- Figure 36. Global Waterproof Coatings For Home Improvement Market Share by Application in 2025
- Figure 37. Global Waterproof Coatings For Home Improvement Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Waterproof Coatings For Home Improvement Sales Market Share by Region (2020-2025)
- Figure 39. Global Waterproof Coatings For Home Improvement Market Size by Region (2020-2025)
- Figure 40. North America Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Waterproof Coatings For Home Improvement Sales Market Share by Country in 2024
- Figure 43. North America Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Waterproof Coatings For Home Improvement Market Size by Country in 2024
- Figure 45. U.S. Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Waterproof Coatings For Home Improvement Market Size and Growth

Rate (2020-2025) & (M USD)

Figure 47. Canada Waterproof Coatings For Home Improvement Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Waterproof Coatings For Home Improvement Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Waterproof Coatings For Home Improvement Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Waterproof Coatings For Home Improvement Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Waterproof Coatings For Home Improvement Sales Market Share by Country in 2024

Figure 53. Europe Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Waterproof Coatings For Home Improvement Market Size by Country in 2024

Figure 55. Germany Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Waterproof Coatings For Home Improvement Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Waterproof Coatings For Home Improvement Sales Market Share by Region in 2024

Figure 67. Asia Pacific Waterproof Coatings For Home Improvement Market Size by Region in 2024

Figure 68. China Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Waterproof Coatings For Home Improvement Sales and Growth Rate (K MT)

Figure 79. South America Waterproof Coatings For Home Improvement Sales Market Share by Country in 2024

Figure 80. South America Waterproof Coatings For Home Improvement Market Size and Growth Rate (M USD)

Figure 81. South America Waterproof Coatings For Home Improvement Market Size by Country in 2024

Figure 82. Brazil Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Waterproof Coatings For Home Improvement Market Size and

Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Waterproof Coatings For Home Improvement Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Waterproof Coatings For Home Improvement Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Waterproof Coatings For Home Improvement Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Waterproof Coatings For Home Improvement Market Size by Region in 2024

Figure 92. Saudi Arabia Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Waterproof Coatings For Home Improvement Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Waterproof Coatings For Home Improvement Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Waterproof Coatings For Home Improvement Production Market Share by Region (2020-2025)

Figure 103. North America Waterproof Coatings For Home Improvement Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Waterproof Coatings For Home Improvement Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Waterproof Coatings For Home Improvement Production (K MT)
Growth Rate (2020-2025)

Figure 106. China Waterproof Coatings For Home Improvement Production (K MT)
Growth Rate (2020-2025)

Figure 107. Global Waterproof Coatings For Home Improvement Sales Forecast by
Volume (2020-2035) & (K MT)

Figure 108. Global Waterproof Coatings For Home Improvement Market Size Forecast
by Value (2020-2035) & (M USD)

Figure 109. Global Waterproof Coatings For Home Improvement Sales Market Share
Forecast by Type (2026-2035)

Figure 110. Global Waterproof Coatings For Home Improvement Market Share Forecast
by Type (2026-2035)

Figure 111. Global Waterproof Coatings For Home Improvement Sales Forecast by
Application (2026-2035)

Figure 112. Global Waterproof Coatings For Home Improvement Market Share Forecast
by Application (2026-2035)

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