

# Global Automotive Exterior Coating Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/A69C76D616E9EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: A69C76D616E9EN

## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Automotive Exterior Coating market size will reach 3,191.46 Million USD in 2025 and is projected to reach 4,027.59 Million USD by 2032, with a CAGR of 3.38% (2025-2032). Notably, the China Automotive Exterior Coating market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Automotive exterior coating is a protective layer applied to the outer surfaces of vehicles to enhance their appearance and durability while providing defense against environmental elements. Typically applied to body panels, trim, bumpers, and wheels, these coatings include paint, clear coat, ceramic coatings, and vinyl wraps. Paint is the most common type, offering a wide range of colors and finishes. Clear coat provides an additional protective layer over the base paint, while ceramic coatings offer superior resistance to scratches, chemicals, and UV rays. Vinyl wraps, on the other hand, provide a customizable alternative to paint. Automotive exterior coatings are essential for preserving the aesthetic appeal and value of vehicles, protecting them from wear, fading, and damage caused by exposure to sunlight, moisture, road debris, and pollutants.

The major global manufacturers of Automotive Exterior Coating include AkzoNobel, BASF, PPG Industries, Axalta Coating Systems, Nippon Paint, Kansai Paint, Worwag, Xiangjiang Kansai Paint, KCC Corporation, Donglai Coating Technology, Peter Lacke,

KNT, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Automotive Exterior Coating. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Automotive Exterior Coating market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Automotive Exterior Coating market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Automotive Exterior Coating industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Automotive Exterior Coating Include:

AkzoNobel

BASF

PPG Industries

Axalta Coating Systems

Nippon Paint

Kansai Paint

Worwag

Xiangjiang Kansai Paint

KCC Corporation

Donglai Coating Technology

Peter Lacke

KNT

Automotive Exterior Coating Product Segment Include:

Primer

Basecoat

Clearcoat

Automotive Exterior Coating Product Application Include:

Passenger Vehicle

Commercial Vehicle

## **Chapter Scope**

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