

Global Acrylic Masonry Primer Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Acrylic Masonry Primer market size is expected to reach \$ 829 million by 2032, rising at a market growth of 5.2% CAGR during the forecast period (2026-2032).

An acrylic masonry primer is a building-surface preparation coating formulated primarily with waterborne acrylic latex or acrylic copolymer binders, together with pigments or extenders, rheology modifiers, wetting and dispersing agents, preservatives, defoamers and performance additives, for use on concrete, brick, block, stucco, render, plaster and other mineral substrates. It is designed to seal porous surfaces, reduce uneven absorption, improve adhesion of subsequent topcoats, resist alkali and efflorescence, and stabilize weak or powdery masonry. The product is typically supplied as a white or tintable liquid and may be formulated as a penetrating sealer type, pigmented sealer type, high-build filler-primer type, or high-adhesion multifunctional primer-sealer. After application, it penetrates and/or forms a polymer film across the upper pore structure of the substrate, thereby creating a more uniform and durable interface for exterior emulsions, elastomeric wall coatings, textured finishes, decorative facade systems and protective topcoats. Key technical requirements include binder stability, balance between penetration and film formation, adhesion, alkali resistance, water resistance, resistance to salt attack and low-VOC compliance.

From the perspective of market development opportunities and main driving factors, the growth logic of acrylic masonry primer does not exist in isolation; it is closely tied to three broader trends: facade renovation, new residential and non-residential construction, and the continued penetration of waterborne architectural coatings. In mature markets, aging concrete and brick facades require substrate consolidation, alkali sealing and repainting-system renewal. In emerging markets, urbanization and facade upgrading continue to support new-build demand. Public market sources indicate that

masonry primers are growing at a moderate pace, while architectural coatings and waterborne coatings continue to expand, which suggests that acrylic masonry primer is not a stand-alone high-growth category but a stable subsegment benefiting from broader upgrades in building-coating systems, environmental regulation and construction standards. Waterborne acrylic technology remains dominant because it combines lower VOCs, convenient application, compatibility with mineral substrates and solid weatherability, making it easier for contractors, distributors and retail channels to adopt across most regions.

From the perspective of market challenges, risks and restraints, this category is less technically demanding than high-end industrial coatings, but it is still far from being a simple low-barrier formulation business. Actual competitiveness depends first on performance across highly alkaline fresh walls, powdery old walls, salt attack, varying substrate porosity and climate differences, and second on compatibility with the subsequent topcoat system. If penetration is too strong but sealing is weak, or if film formation is too fast and deep consolidation is insufficient, the result can be unstable adhesion, efflorescence, whitening, uneven appearance, cracking or reduced durability. At the same time, the architectural coatings industry is highly competitive, brand- and channel-driven, and very regional in product preference. Southern Europe, the Mediterranean, the Middle East, India and Southeast Asia differ materially in their requirements for alkali resistance, weatherability and moisture management. Some markets prefer clear penetrating primers, while others favor pigmented sealing primers with greater hiding power. Added to this are construction-cycle volatility, slower property investment, raw-material swings and tighter environmental regulation, meaning profitability depends not only on volume but also on formulation efficiency, brand power and channel depth.

From the perspective of downstream demand trends, the most important change in the next few years is not market creation from scratch, but a transition from generic primers toward more specialized, system-based offerings. The first trend is continued waterborne and low-VOC migration, especially in Europe and North America, where odor, compliance and jobsite safety remain strong purchasing factors. The second trend is multifunctionality, with primers expected not only to seal but also to resist alkali and efflorescence, stabilize chalky substrates, improve hiding, support topcoat application and extend full-system service life. The third trend is system selling: more manufacturers are no longer selling a primer in isolation, but bundling it into complete facade solutions that include repair compounds, elastomeric wall coatings, textured finishes and waterproof decorative systems. The fourth trend is climate-specific adaptation, with humid, saline, high-UV or high-temperature environments favoring

modified acrylic systems with stronger weather and alkali performance. For investment analysis, this means the most valuable manufacturers are usually those that can embed the primer into a validated wall-coating platform, rather than relying on a single stand-alone primer SKU.

This report studies the global Acrylic Masonry Primer production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Acrylic Masonry Primer and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Acrylic Masonry Primer that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Acrylic Masonry Primer total production and demand, 2021-2032, (Tons)

Global Acrylic Masonry Primer total production value, 2021-2032, (USD Million)

Global Acrylic Masonry Primer production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Acrylic Masonry Primer consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Acrylic Masonry Primer domestic production, consumption, key domestic manufacturers and share

Global Acrylic Masonry Primer production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Acrylic Masonry Primer production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Acrylic Masonry Primer production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Acrylic Masonry Primer market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Sherwin-Williams, PPG, AkzoNobel, San Marco Group, Cromology, Rust-Oleum Europe, Kerakoll, Fassa Bortolo, ISOMAT, SAN DECO, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Acrylic Masonry Primer market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Acrylic Masonry Primer Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Acrylic Masonry Primer Market, Segmentation by Type:

Water Proof

Anti-rust

Insulation

Others

Global Acrylic Masonry Primer Market, Segmentation by Binder System:

Pure Acrylic Masonry Primer

Styrene Acrylic Masonry Primer

Acrylic Copolymer Masonry Primer

Global Acrylic Masonry Primer Market, Segmentation by Carrier Typ:

Water-Based Masonry Primer

Solvent-Based Masonry Primer

Global Acrylic Masonry Primer Market, Segmentation by Film Build Level:

Penetrating Low-Build Masonry Primer

Standard-Build Masonry Primer

High-Build Masonry Primer

Global Acrylic Masonry Primer Market, Segmentation by Application:

Indoor

Outdoor

Companies Profiled:

Sherwin-Williams

PPG

AkzoNobel

San Marco Group

Cromology

Rust-Oleum Europe

Kerakoll

Fassa Bortolo

ISOMAT

SAN DECO

DYO

IMPA

Benjamin Moore

BEHR

Dunn-Edwards

Euclid Chemical

Dryvit

Tremco

TEX-COTE

Hirshfield's

Miller Paint

Sto Corp

Sika

Jotun

Asian Paints

Nippon Paint

Berger

Hempel

National Paints

Caparol

Tikkurila

Mapei

Rust-Oleum

San Marco

Novacolor

Mathys

Key Questions Answered:

1. How big is the global Acrylic Masonry Primer market?
2. What is the demand of the global Acrylic Masonry Primer market?
3. What is the year over year growth of the global Acrylic Masonry Primer market?
4. What is the production and production value of the global Acrylic Masonry Primer market?
5. Who are the key producers in the global Acrylic Masonry Primer market?

6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Acrylic Masonry Primer Introduction
- 1.2 World Acrylic Masonry Primer Supply & Forecast
 - 1.2.1 World Acrylic Masonry Primer Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Acrylic Masonry Primer Production (2021-2032)
 - 1.2.3 World Acrylic Masonry Primer Pricing Trends (2021-2032)
- 1.3 World Acrylic Masonry Primer Production by Region (Based on Production Site)
 - 1.3.1 World Acrylic Masonry Primer Production Value by Region (2021-2032)
 - 1.3.2 World Acrylic Masonry Primer Production by Region (2021-2032)
 - 1.3.3 World Acrylic Masonry Primer Average Price by Region (2021-2032)
 - 1.3.4 North America Acrylic Masonry Primer Production (2021-2032)
 - 1.3.5 Europe Acrylic Masonry Primer Production (2021-2032)
 - 1.3.6 China Acrylic Masonry Primer Production (2021-2032)
 - 1.3.7 Japan Acrylic Masonry Primer Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Acrylic Masonry Primer Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Acrylic Masonry Primer Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Acrylic Masonry Primer Demand (2021-2032)
- 2.2 World Acrylic Masonry Primer Consumption by Region
 - 2.2.1 World Acrylic Masonry Primer Consumption by Region (2021-2026)
 - 2.2.2 World Acrylic Masonry Primer Consumption Forecast by Region (2027-2032)
- 2.3 United States Acrylic Masonry Primer Consumption (2021-2032)
- 2.4 China Acrylic Masonry Primer Consumption (2021-2032)
- 2.5 Europe Acrylic Masonry Primer Consumption (2021-2032)
- 2.6 Japan Acrylic Masonry Primer Consumption (2021-2032)
- 2.7 South Korea Acrylic Masonry Primer Consumption (2021-2032)
- 2.8 ASEAN Acrylic Masonry Primer Consumption (2021-2032)
- 2.9 India Acrylic Masonry Primer Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Acrylic Masonry Primer Production Value by Manufacturer (2021-2026)

- 3.2 World Acrylic Masonry Primer Production by Manufacturer (2021-2026)
- 3.3 World Acrylic Masonry Primer Average Price by Manufacturer (2021-2026)
- 3.4 Acrylic Masonry Primer Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Acrylic Masonry Primer Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Acrylic Masonry Primer in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Acrylic Masonry Primer in 2025
- 3.6 Acrylic Masonry Primer Market: Overall Company Footprint Analysis
 - 3.6.1 Acrylic Masonry Primer Market: Region Footprint
 - 3.6.2 Acrylic Masonry Primer Market: Company Product Type Footprint
 - 3.6.3 Acrylic Masonry Primer Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Acrylic Masonry Primer Production Value Comparison
 - 4.1.1 United States VS China: Acrylic Masonry Primer Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Acrylic Masonry Primer Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Acrylic Masonry Primer Production Comparison
 - 4.2.1 United States VS China: Acrylic Masonry Primer Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Acrylic Masonry Primer Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Acrylic Masonry Primer Consumption Comparison
 - 4.3.1 United States VS China: Acrylic Masonry Primer Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Acrylic Masonry Primer Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Acrylic Masonry Primer Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Acrylic Masonry Primer Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Acrylic Masonry Primer Production Value (2021-2026)

4.4.3 United States Based Manufacturers Acrylic Masonry Primer Production (2021-2026)

4.5 China Based Acrylic Masonry Primer Manufacturers and Market Share

4.5.1 China Based Acrylic Masonry Primer Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Acrylic Masonry Primer Production Value (2021-2026)

4.5.3 China Based Manufacturers Acrylic Masonry Primer Production (2021-2026)

4.6 Rest of World Based Acrylic Masonry Primer Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Acrylic Masonry Primer Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Acrylic Masonry Primer Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Acrylic Masonry Primer Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Acrylic Masonry Primer Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Water Proof

5.2.2 Anti-rust

5.2.3 Insulation

5.2.4 Others

5.3 Market Segment by Type

5.3.1 World Acrylic Masonry Primer Production by Type (2021-2032)

5.3.2 World Acrylic Masonry Primer Production Value by Type (2021-2032)

5.3.3 World Acrylic Masonry Primer Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY BINDER SYSTEM

6.1 World Acrylic Masonry Primer Market Size Overview by Binder System: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Binder System

6.2.1 Pure Acrylic Masonry Primer

6.2.2 Styrene Acrylic Masonry Primer

6.2.3 Acrylic Copolymer Masonry Primer

6.3 Market Segment by Binder System

6.3.1 World Acrylic Masonry Primer Production by Binder System (2021-2032)

6.3.2 World Acrylic Masonry Primer Production Value by Binder System (2021-2032)

6.3.3 World Acrylic Masonry Primer Average Price by Binder System (2021-2032)

7 MARKET ANALYSIS BY CARRIER TYP

7.1 World Acrylic Masonry Primer Market Size Overview by Carrier Typ: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Carrier Typ

7.2.1 Water-Based Masonry Primer

7.2.2 Solvent-Based Masonry Primer

7.3 Market Segment by Carrier Typ

7.3.1 World Acrylic Masonry Primer Production by Carrier Typ (2021-2032)

7.3.2 World Acrylic Masonry Primer Production Value by Carrier Typ (2021-2032)

7.3.3 World Acrylic Masonry Primer Average Price by Carrier Typ (2021-2032)

8 MARKET ANALYSIS BY FILM BUILD LEVEL

8.1 World Acrylic Masonry Primer Market Size Overview by Film Build Level: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Film Build Level

8.2.1 Penetrating Low-Build Masonry Primer

8.2.2 Standard-Build Masonry Primer

8.2.3 High-Build Masonry Primer

8.3 Market Segment by Film Build Level

8.3.1 World Acrylic Masonry Primer Production by Film Build Level (2021-2032)

8.3.2 World Acrylic Masonry Primer Production Value by Film Build Level (2021-2032)

8.3.3 World Acrylic Masonry Primer Average Price by Film Build Level (2021-2032)

9 MARKET ANALYSIS BY APPLICATION

9.1 World Acrylic Masonry Primer Market Size Overview by Application: 2021 VS 2025 VS 2032

9.2 Segment Introduction by Application

9.2.1 Indoor

9.2.2 Outdoor

9.3 Market Segment by Application

9.3.1 World Acrylic Masonry Primer Production by Application (2021-2032)

9.3.2 World Acrylic Masonry Primer Production Value by Application (2021-2032)

9.3.3 World Acrylic Masonry Primer Average Price by Application (2021-2032)

10 COMPANY PROFILES

10.1 Sherwin-Williams

10.1.1 Sherwin-Williams Details

10.1.2 Sherwin-Williams Major Business

10.1.3 Sherwin-Williams Acrylic Masonry Primer Product and Services

10.1.4 Sherwin-Williams Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.1.5 Sherwin-Williams Recent Developments/Updates

10.1.6 Sherwin-Williams Competitive Strengths & Weaknesses

10.2 PPG

10.2.1 PPG Details

10.2.2 PPG Major Business

10.2.3 PPG Acrylic Masonry Primer Product and Services

10.2.4 PPG Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.2.5 PPG Recent Developments/Updates

10.2.6 PPG Competitive Strengths & Weaknesses

10.3 AkzoNobel

10.3.1 AkzoNobel Details

10.3.2 AkzoNobel Major Business

10.3.3 AkzoNobel Acrylic Masonry Primer Product and Services

10.3.4 AkzoNobel Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.3.5 AkzoNobel Recent Developments/Updates

10.3.6 AkzoNobel Competitive Strengths & Weaknesses

10.4 San Marco Group

10.4.1 San Marco Group Details

10.4.2 San Marco Group Major Business

10.4.3 San Marco Group Acrylic Masonry Primer Product and Services

10.4.4 San Marco Group Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.4.5 San Marco Group Recent Developments/Updates

10.4.6 San Marco Group Competitive Strengths & Weaknesses

10.5 Cromology

10.5.1 Cromology Details

10.5.2 Cromology Major Business

10.5.3 Cromology Acrylic Masonry Primer Product and Services

10.5.4 Cromology Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.5.5 Cromology Recent Developments/Updates

10.5.6 Cromology Competitive Strengths & Weaknesses

10.6 Rust-Oleum Europe

10.6.1 Rust-Oleum Europe Details

10.6.2 Rust-Oleum Europe Major Business

10.6.3 Rust-Oleum Europe Acrylic Masonry Primer Product and Services

10.6.4 Rust-Oleum Europe Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.6.5 Rust-Oleum Europe Recent Developments/Updates

10.6.6 Rust-Oleum Europe Competitive Strengths & Weaknesses

10.7 Kerakoll

10.7.1 Kerakoll Details

10.7.2 Kerakoll Major Business

10.7.3 Kerakoll Acrylic Masonry Primer Product and Services

10.7.4 Kerakoll Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.7.5 Kerakoll Recent Developments/Updates

10.7.6 Kerakoll Competitive Strengths & Weaknesses

10.8 Fassa Bortolo

10.8.1 Fassa Bortolo Details

10.8.2 Fassa Bortolo Major Business

10.8.3 Fassa Bortolo Acrylic Masonry Primer Product and Services

10.8.4 Fassa Bortolo Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.8.5 Fassa Bortolo Recent Developments/Updates

10.8.6 Fassa Bortolo Competitive Strengths & Weaknesses

10.9 ISOMAT

10.9.1 ISOMAT Details

10.9.2 ISOMAT Major Business

10.9.3 ISOMAT Acrylic Masonry Primer Product and Services

10.9.4 ISOMAT Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.9.5 ISOMAT Recent Developments/Updates

- 10.9.6 ISOMAT Competitive Strengths & Weaknesses
- 10.10 SAN DECO
 - 10.10.1 SAN DECO Details
 - 10.10.2 SAN DECO Major Business
 - 10.10.3 SAN DECO Acrylic Masonry Primer Product and Services
 - 10.10.4 SAN DECO Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.10.5 SAN DECO Recent Developments/Updates
 - 10.10.6 SAN DECO Competitive Strengths & Weaknesses
- 10.11 DYO
 - 10.11.1 DYO Details
 - 10.11.2 DYO Major Business
 - 10.11.3 DYO Acrylic Masonry Primer Product and Services
 - 10.11.4 DYO Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.11.5 DYO Recent Developments/Updates
 - 10.11.6 DYO Competitive Strengths & Weaknesses
- 10.12 IMPA
 - 10.12.1 IMPA Details
 - 10.12.2 IMPA Major Business
 - 10.12.3 IMPA Acrylic Masonry Primer Product and Services
 - 10.12.4 IMPA Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.12.5 IMPA Recent Developments/Updates
 - 10.12.6 IMPA Competitive Strengths & Weaknesses
- 10.13 Benjamin Moore
 - 10.13.1 Benjamin Moore Details
 - 10.13.2 Benjamin Moore Major Business
 - 10.13.3 Benjamin Moore Acrylic Masonry Primer Product and Services
 - 10.13.4 Benjamin Moore Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.13.5 Benjamin Moore Recent Developments/Updates
 - 10.13.6 Benjamin Moore Competitive Strengths & Weaknesses
- 10.14 BEHR
 - 10.14.1 BEHR Details
 - 10.14.2 BEHR Major Business
 - 10.14.3 BEHR Acrylic Masonry Primer Product and Services
 - 10.14.4 BEHR Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 10.14.5 BEHR Recent Developments/Updates
- 10.14.6 BEHR Competitive Strengths & Weaknesses
- 10.15 Dunn-Edwards
 - 10.15.1 Dunn-Edwards Details
 - 10.15.2 Dunn-Edwards Major Business
 - 10.15.3 Dunn-Edwards Acrylic Masonry Primer Product and Services
 - 10.15.4 Dunn-Edwards Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.15.5 Dunn-Edwards Recent Developments/Updates
 - 10.15.6 Dunn-Edwards Competitive Strengths & Weaknesses
- 10.16 Euclid Chemical
 - 10.16.1 Euclid Chemical Details
 - 10.16.2 Euclid Chemical Major Business
 - 10.16.3 Euclid Chemical Acrylic Masonry Primer Product and Services
 - 10.16.4 Euclid Chemical Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.16.5 Euclid Chemical Recent Developments/Updates
 - 10.16.6 Euclid Chemical Competitive Strengths & Weaknesses
- 10.17 Dryvit
 - 10.17.1 Dryvit Details
 - 10.17.2 Dryvit Major Business
 - 10.17.3 Dryvit Acrylic Masonry Primer Product and Services
 - 10.17.4 Dryvit Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.17.5 Dryvit Recent Developments/Updates
 - 10.17.6 Dryvit Competitive Strengths & Weaknesses
- 10.18 Tremco
 - 10.18.1 Tremco Details
 - 10.18.2 Tremco Major Business
 - 10.18.3 Tremco Acrylic Masonry Primer Product and Services
 - 10.18.4 Tremco Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.18.5 Tremco Recent Developments/Updates
 - 10.18.6 Tremco Competitive Strengths & Weaknesses
- 10.19 TEX-COTE
 - 10.19.1 TEX-COTE Details
 - 10.19.2 TEX-COTE Major Business
 - 10.19.3 TEX-COTE Acrylic Masonry Primer Product and Services
 - 10.19.4 TEX-COTE Acrylic Masonry Primer Production, Price, Value, Gross Margin and

Market Share (2021-2026)

10.19.5 TEX-COTE Recent Developments/Updates

10.19.6 TEX-COTE Competitive Strengths & Weaknesses

10.20 Hirshfield's

10.20.1 Hirshfield's Details

10.20.2 Hirshfield's Major Business

10.20.3 Hirshfield's Acrylic Masonry Primer Product and Services

10.20.4 Hirshfield's Acrylic Masonry Primer Production, Price, Value, Gross Margin and

Market Share (2021-2026)

10.20.5 Hirshfield's Recent Developments/Updates

10.20.6 Hirshfield's Competitive Strengths & Weaknesses

10.21 Miller Paint

10.21.1 Miller Paint Details

10.21.2 Miller Paint Major Business

10.21.3 Miller Paint Acrylic Masonry Primer Product and Services

10.21.4 Miller Paint Acrylic Masonry Primer Production, Price, Value, Gross Margin and

Market Share (2021-2026)

10.21.5 Miller Paint Recent Developments/Updates

10.21.6 Miller Paint Competitive Strengths & Weaknesses

10.22 Sto Corp

10.22.1 Sto Corp Details

10.22.2 Sto Corp Major Business

10.22.3 Sto Corp Acrylic Masonry Primer Product and Services

10.22.4 Sto Corp Acrylic Masonry Primer Production, Price, Value, Gross Margin and

Market Share (2021-2026)

10.22.5 Sto Corp Recent Developments/Updates

10.22.6 Sto Corp Competitive Strengths & Weaknesses

10.23 Sika

10.23.1 Sika Details

10.23.2 Sika Major Business

10.23.3 Sika Acrylic Masonry Primer Product and Services

10.23.4 Sika Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market

Share (2021-2026)

10.23.5 Sika Recent Developments/Updates

10.23.6 Sika Competitive Strengths & Weaknesses

10.24 Jotun

10.24.1 Jotun Details

10.24.2 Jotun Major Business

10.24.3 Jotun Acrylic Masonry Primer Product and Services

- 10.24.4 Jotun Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 10.24.5 Jotun Recent Developments/Updates
- 10.24.6 Jotun Competitive Strengths & Weaknesses
- 10.25 Asian Paints
 - 10.25.1 Asian Paints Details
 - 10.25.2 Asian Paints Major Business
 - 10.25.3 Asian Paints Acrylic Masonry Primer Product and Services
 - 10.25.4 Asian Paints Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.25.5 Asian Paints Recent Developments/Updates
 - 10.25.6 Asian Paints Competitive Strengths & Weaknesses
- 10.26 Nippon Paint
 - 10.26.1 Nippon Paint Details
 - 10.26.2 Nippon Paint Major Business
 - 10.26.3 Nippon Paint Acrylic Masonry Primer Product and Services
 - 10.26.4 Nippon Paint Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.26.5 Nippon Paint Recent Developments/Updates
 - 10.26.6 Nippon Paint Competitive Strengths & Weaknesses
- 10.27 Berger
 - 10.27.1 Berger Details
 - 10.27.2 Berger Major Business
 - 10.27.3 Berger Acrylic Masonry Primer Product and Services
 - 10.27.4 Berger Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.27.5 Berger Recent Developments/Updates
 - 10.27.6 Berger Competitive Strengths & Weaknesses
- 10.28 Hempel
 - 10.28.1 Hempel Details
 - 10.28.2 Hempel Major Business
 - 10.28.3 Hempel Acrylic Masonry Primer Product and Services
 - 10.28.4 Hempel Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.28.5 Hempel Recent Developments/Updates
 - 10.28.6 Hempel Competitive Strengths & Weaknesses
- 10.29 National Paints
 - 10.29.1 National Paints Details
 - 10.29.2 National Paints Major Business

- 10.29.3 National Paints Acrylic Masonry Primer Product and Services
- 10.29.4 National Paints Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 10.29.5 National Paints Recent Developments/Updates
- 10.29.6 National Paints Competitive Strengths & Weaknesses
- 10.30 Caparol
 - 10.30.1 Caparol Details
 - 10.30.2 Caparol Major Business
 - 10.30.3 Caparol Acrylic Masonry Primer Product and Services
 - 10.30.4 Caparol Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.30.5 Caparol Recent Developments/Updates
 - 10.30.6 Caparol Competitive Strengths & Weaknesses
- 10.31 Tikkurila
 - 10.31.1 Tikkurila Details
 - 10.31.2 Tikkurila Major Business
 - 10.31.3 Tikkurila Acrylic Masonry Primer Product and Services
 - 10.31.4 Tikkurila Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.31.5 Tikkurila Recent Developments/Updates
 - 10.31.6 Tikkurila Competitive Strengths & Weaknesses
- 10.32 Mapei
 - 10.32.1 Mapei Details
 - 10.32.2 Mapei Major Business
 - 10.32.3 Mapei Acrylic Masonry Primer Product and Services
 - 10.32.4 Mapei Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.32.5 Mapei Recent Developments/Updates
 - 10.32.6 Mapei Competitive Strengths & Weaknesses
- 10.33 Rust-Oleum
 - 10.33.1 Rust-Oleum Details
 - 10.33.2 Rust-Oleum Major Business
 - 10.33.3 Rust-Oleum Acrylic Masonry Primer Product and Services
 - 10.33.4 Rust-Oleum Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 10.33.5 Rust-Oleum Recent Developments/Updates
 - 10.33.6 Rust-Oleum Competitive Strengths & Weaknesses
- 10.34 San Marco
 - 10.34.1 San Marco Details

- 10.34.2 San Marco Major Business
- 10.34.3 San Marco Acrylic Masonry Primer Product and Services
- 10.34.4 San Marco Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 10.34.5 San Marco Recent Developments/Updates
- 10.34.6 San Marco Competitive Strengths & Weaknesses
- 10.35 Novacolor
- 10.35.1 Novacolor Details
- 10.35.2 Novacolor Major Business
- 10.35.3 Novacolor Acrylic Masonry Primer Product and Services
- 10.35.4 Novacolor Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 10.35.5 Novacolor Recent Developments/Updates
- 10.35.6 Novacolor Competitive Strengths & Weaknesses
- 10.36 Mathys
- 10.36.1 Mathys Details
- 10.36.2 Mathys Major Business
- 10.36.3 Mathys Acrylic Masonry Primer Product and Services
- 10.36.4 Mathys Acrylic Masonry Primer Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 10.36.5 Mathys Recent Developments/Updates
- 10.36.6 Mathys Competitive Strengths & Weaknesses

11 INDUSTRY CHAIN ANALYSIS

- 11.1 Acrylic Masonry Primer Industry Chain
- 11.2 Acrylic Masonry Primer Upstream Analysis
 - 11.2.1 Acrylic Masonry Primer Core Raw Materials
 - 11.2.2 Main Manufacturers of Acrylic Masonry Primer Core Raw Materials
- 11.3 Midstream Analysis
- 11.4 Downstream Analysis
- 11.5 Acrylic Masonry Primer Production Mode
- 11.6 Acrylic Masonry Primer Procurement Model
- 11.7 Acrylic Masonry Primer Industry Sales Model and Sales Channels
 - 11.7.1 Acrylic Masonry Primer Sales Model
 - 11.7.2 Acrylic Masonry Primer Typical Distributors

12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

13.1 Methodology

13.2 Research Process and Data Source

13.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Acrylic Masonry Primer Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Acrylic Masonry Primer Production Value by Region (2021-2026) & (USD Million)

Table 3. World Acrylic Masonry Primer Production Value by Region (2027-2032) & (USD Million)

Table 4. World Acrylic Masonry Primer Production Value Market Share by Region (2021-2026)

Table 5. World Acrylic Masonry Primer Production Value Market Share by Region (2027-2032)

Table 6. World Acrylic Masonry Primer Production by Region (2021-2026) & (Tons)

Table 7. World Acrylic Masonry Primer Production by Region (2027-2032) & (Tons)

Table 8. World Acrylic Masonry Primer Production Market Share by Region (2021-2026)

Table 9. World Acrylic Masonry Primer Production Market Share by Region (2027-2032)

Table 10. World Acrylic Masonry Primer Average Price by Region (2021-2026) & (US\$/Ton)

Table 11. World Acrylic Masonry Primer Average Price by Region (2027-2032) & (US\$/Ton)

Table 12. Acrylic Masonry Primer Major Market Trends

Table 13. World Acrylic Masonry Primer Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Tons)

Table 14. World Acrylic Masonry Primer Consumption by Region (2021-2026) & (Tons)

Table 15. World Acrylic Masonry Primer Consumption Forecast by Region (2027-2032) & (Tons)

Table 16. World Acrylic Masonry Primer Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Acrylic Masonry Primer Producers in 2025

Table 18. World Acrylic Masonry Primer Production by Manufacturer (2021-2026) & (Tons)

Table 19. Production Market Share of Key Acrylic Masonry Primer Producers in 2025

Table 20. World Acrylic Masonry Primer Average Price by Manufacturer (2021-2026) & (US\$/Ton)

Table 21. Global Acrylic Masonry Primer Company Evaluation Quadrant

Table 22. World Acrylic Masonry Primer Industry Rank of Major Manufacturers, Based

on Production Value in 2025

Table 23. Head Office and Acrylic Masonry Primer Production Site of Key Manufacturer

Table 24. Acrylic Masonry Primer Market: Company Product Type Footprint

Table 25. Acrylic Masonry Primer Market: Company Product Application Footprint

Table 26. Acrylic Masonry Primer Competitive Factors

Table 27. Acrylic Masonry Primer New Entrant and Capacity Expansion Plans

Table 28. Acrylic Masonry Primer Mergers & Acquisitions Activity

Table 29. United States VS China Acrylic Masonry Primer Production Value

Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Acrylic Masonry Primer Production Comparison, (2021 & 2025 & 2032) & (Tons)

Table 31. United States VS China Acrylic Masonry Primer Consumption Comparison, (2021 & 2025 & 2032) & (Tons)

Table 32. United States Based Acrylic Masonry Primer Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Acrylic Masonry Primer Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Acrylic Masonry Primer Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Acrylic Masonry Primer Production (2021-2026) & (Tons)

Table 36. United States Based Manufacturers Acrylic Masonry Primer Production Market Share (2021-2026)

Table 37. China Based Acrylic Masonry Primer Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Acrylic Masonry Primer Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Acrylic Masonry Primer Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Acrylic Masonry Primer Production, (2021-2026) & (Tons)

Table 41. China Based Manufacturers Acrylic Masonry Primer Production Market Share (2021-2026)

Table 42. Rest of World Based Acrylic Masonry Primer Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Acrylic Masonry Primer Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Acrylic Masonry Primer Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Acrylic Masonry Primer Production, (2021-2026) & (Tons)

Table 46. Rest of World Based Manufacturers Acrylic Masonry Primer Production Market Share (2021-2026)

Table 47. World Acrylic Masonry Primer Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Acrylic Masonry Primer Production by Type (2021-2026) & (Tons)

Table 49. World Acrylic Masonry Primer Production by Type (2027-2032) & (Tons)

Table 50. World Acrylic Masonry Primer Production Value by Type (2021-2026) & (USD Million)

Table 51. World Acrylic Masonry Primer Production Value by Type (2027-2032) & (USD Million)

Table 52. World Acrylic Masonry Primer Average Price by Type (2021-2026) & (US\$/Ton)

Table 53. World Acrylic Masonry Primer Average Price by Type (2027-2032) & (US\$/Ton)

Table 54. World Acrylic Masonry Primer Production Value by Binder System, (USD Million), 2021 & 2025 & 2032

Table 55. World Acrylic Masonry Primer Production by Binder System (2021-2026) & (Tons)

Table 56. World Acrylic Masonry Primer Production by Binder System (2027-2032) & (Tons)

Table 57. World Acrylic Masonry Primer Production Value by Binder System (2021-2026) & (USD Million)

Table 58. World Acrylic Masonry Primer Production Value by Binder System (2027-2032) & (USD Million)

Table 59. World Acrylic Masonry Primer Average Price by Binder System (2021-2026) & (US\$/Ton)

Table 60. World Acrylic Masonry Primer Average Price by Binder System (2027-2032) & (US\$/Ton)

Table 61. World Acrylic Masonry Primer Production Value by Carrier Typ, (USD Million), 2021 & 2025 & 2032

Table 62. World Acrylic Masonry Primer Production by Carrier Typ (2021-2026) & (Tons)

Table 63. World Acrylic Masonry Primer Production by Carrier Typ (2027-2032) & (Tons)

Table 64. World Acrylic Masonry Primer Production Value by Carrier Typ (2021-2026) & (USD Million)

Table 65. World Acrylic Masonry Primer Production Value by Carrier Typ (2027-2032) &

(USD Million)

Table 66. World Acrylic Masonry Primer Average Price by Carrier Typ (2021-2026) & (US\$/Ton)

Table 67. World Acrylic Masonry Primer Average Price by Carrier Typ (2027-2032) & (US\$/Ton)

Table 68. World Acrylic Masonry Primer Production Value by Film Build Level, (USD Million), 2021 & 2025 & 2032

Table 69. World Acrylic Masonry Primer Production by Film Build Level (2021-2026) & (Tons)

Table 70. World Acrylic Masonry Primer Production by Film Build Level (2027-2032) & (Tons)

Table 71. World Acrylic Masonry Primer Production Value by Film Build Level (2021-2026) & (USD Million)

Table 72. World Acrylic Masonry Primer Production Value by Film Build Level (2027-2032) & (USD Million)

Table 73. World Acrylic Masonry Primer Average Price by Film Build Level (2021-2026) & (US\$/Ton)

Table 74. World Acrylic Masonry Primer Average Price by Film Build Level (2027-2032) & (US\$/Ton)

Table 75. World Acrylic Masonry Primer Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 76. World Acrylic Masonry Primer Production by Application (2021-2026) & (Tons)

Table 77. World Acrylic Masonry Primer Production by Application (2027-2032) & (Tons)

Table 78. World Acrylic Masonry Primer Production Value by Application (2021-2026) & (USD Million)

Table 79. World Acrylic Masonry Primer Production Value by Application (2027-2032) & (USD Million)

Table 80. World Acrylic Masonry Primer Average Price by Application (2021-2026) & (US\$/Ton)

Table 81. World Acrylic Masonry Primer Average Price by Application (2027-2032) & (US\$/Ton)

Table 82. Sherwin-Williams Basic Information, Manufacturing Base and Competitors

Table 83. Sherwin-Williams Major Business

Table 84. Sherwin-Williams Acrylic Masonry Primer Product and Services

Table 85. Sherwin-Williams Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 86. Sherwin-Williams Recent Developments/Updates

Table 87. Sherwin-Williams Competitive Strengths & Weaknesses
Table 88. PPG Basic Information, Manufacturing Base and Competitors
Table 89. PPG Major Business
Table 90. PPG Acrylic Masonry Primer Product and Services
Table 91. PPG Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 92. PPG Recent Developments/Updates
Table 93. PPG Competitive Strengths & Weaknesses
Table 94. AkzoNobel Basic Information, Manufacturing Base and Competitors
Table 95. AkzoNobel Major Business
Table 96. AkzoNobel Acrylic Masonry Primer Product and Services
Table 97. AkzoNobel Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 98. AkzoNobel Recent Developments/Updates
Table 99. AkzoNobel Competitive Strengths & Weaknesses
Table 100. San Marco Group Basic Information, Manufacturing Base and Competitors
Table 101. San Marco Group Major Business
Table 102. San Marco Group Acrylic Masonry Primer Product and Services
Table 103. San Marco Group Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 104. San Marco Group Recent Developments/Updates
Table 105. San Marco Group Competitive Strengths & Weaknesses
Table 106. Cromology Basic Information, Manufacturing Base and Competitors
Table 107. Cromology Major Business
Table 108. Cromology Acrylic Masonry Primer Product and Services
Table 109. Cromology Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 110. Cromology Recent Developments/Updates
Table 111. Cromology Competitive Strengths & Weaknesses
Table 112. Rust-Oleum Europe Basic Information, Manufacturing Base and Competitors
Table 113. Rust-Oleum Europe Major Business
Table 114. Rust-Oleum Europe Acrylic Masonry Primer Product and Services
Table 115. Rust-Oleum Europe Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 116. Rust-Oleum Europe Recent Developments/Updates
Table 117. Rust-Oleum Europe Competitive Strengths & Weaknesses
Table 118. Kerakoll Basic Information, Manufacturing Base and Competitors

Table 119. Kerakoll Major Business
Table 120. Kerakoll Acrylic Masonry Primer Product and Services
Table 121. Kerakoll Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 122. Kerakoll Recent Developments/Updates
Table 123. Kerakoll Competitive Strengths & Weaknesses
Table 124. Fassa Bortolo Basic Information, Manufacturing Base and Competitors
Table 125. Fassa Bortolo Major Business
Table 126. Fassa Bortolo Acrylic Masonry Primer Product and Services
Table 127. Fassa Bortolo Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 128. Fassa Bortolo Recent Developments/Updates
Table 129. Fassa Bortolo Competitive Strengths & Weaknesses
Table 130. ISOMAT Basic Information, Manufacturing Base and Competitors
Table 131. ISOMAT Major Business
Table 132. ISOMAT Acrylic Masonry Primer Product and Services
Table 133. ISOMAT Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 134. ISOMAT Recent Developments/Updates
Table 135. ISOMAT Competitive Strengths & Weaknesses
Table 136. SAN DECO Basic Information, Manufacturing Base and Competitors
Table 137. SAN DECO Major Business
Table 138. SAN DECO Acrylic Masonry Primer Product and Services
Table 139. SAN DECO Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 140. SAN DECO Recent Developments/Updates
Table 141. SAN DECO Competitive Strengths & Weaknesses
Table 142. DYO Basic Information, Manufacturing Base and Competitors
Table 143. DYO Major Business
Table 144. DYO Acrylic Masonry Primer Product and Services
Table 145. DYO Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 146. DYO Recent Developments/Updates
Table 147. DYO Competitive Strengths & Weaknesses
Table 148. IMPA Basic Information, Manufacturing Base and Competitors
Table 149. IMPA Major Business
Table 150. IMPA Acrylic Masonry Primer Product and Services
Table 151. IMPA Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 152. IMPA Recent Developments/Updates
Table 153. IMPA Competitive Strengths & Weaknesses
Table 154. Benjamin Moore Basic Information, Manufacturing Base and Competitors
Table 155. Benjamin Moore Major Business
Table 156. Benjamin Moore Acrylic Masonry Primer Product and Services
Table 157. Benjamin Moore Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 158. Benjamin Moore Recent Developments/Updates
Table 159. Benjamin Moore Competitive Strengths & Weaknesses
Table 160. BEHR Basic Information, Manufacturing Base and Competitors
Table 161. BEHR Major Business
Table 162. BEHR Acrylic Masonry Primer Product and Services
Table 163. BEHR Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 164. BEHR Recent Developments/Updates
Table 165. BEHR Competitive Strengths & Weaknesses
Table 166. Dunn-Edwards Basic Information, Manufacturing Base and Competitors
Table 167. Dunn-Edwards Major Business
Table 168. Dunn-Edwards Acrylic Masonry Primer Product and Services
Table 169. Dunn-Edwards Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 170. Dunn-Edwards Recent Developments/Updates
Table 171. Dunn-Edwards Competitive Strengths & Weaknesses
Table 172. Euclid Chemical Basic Information, Manufacturing Base and Competitors
Table 173. Euclid Chemical Major Business
Table 174. Euclid Chemical Acrylic Masonry Primer Product and Services
Table 175. Euclid Chemical Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 176. Euclid Chemical Recent Developments/Updates
Table 177. Euclid Chemical Competitive Strengths & Weaknesses
Table 178. Dryvit Basic Information, Manufacturing Base and Competitors
Table 179. Dryvit Major Business
Table 180. Dryvit Acrylic Masonry Primer Product and Services
Table 181. Dryvit Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 182. Dryvit Recent Developments/Updates
Table 183. Dryvit Competitive Strengths & Weaknesses
Table 184. Tremco Basic Information, Manufacturing Base and Competitors

Table 185. Tremco Major Business
Table 186. Tremco Acrylic Masonry Primer Product and Services
Table 187. Tremco Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 188. Tremco Recent Developments/Updates
Table 189. Tremco Competitive Strengths & Weaknesses
Table 190. TEX-COTE Basic Information, Manufacturing Base and Competitors
Table 191. TEX-COTE Major Business
Table 192. TEX-COTE Acrylic Masonry Primer Product and Services
Table 193. TEX-COTE Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 194. TEX-COTE Recent Developments/Updates
Table 195. TEX-COTE Competitive Strengths & Weaknesses
Table 196. Hirshfield's Basic Information, Manufacturing Base and Competitors
Table 197. Hirshfield's Major Business
Table 198. Hirshfield's Acrylic Masonry Primer Product and Services
Table 199. Hirshfield's Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 200. Hirshfield's Recent Developments/Updates
Table 201. Hirshfield's Competitive Strengths & Weaknesses
Table 202. Miller Paint Basic Information, Manufacturing Base and Competitors
Table 203. Miller Paint Major Business
Table 204. Miller Paint Acrylic Masonry Primer Product and Services
Table 205. Miller Paint Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 206. Miller Paint Recent Developments/Updates
Table 207. Miller Paint Competitive Strengths & Weaknesses
Table 208. Sto Corp Basic Information, Manufacturing Base and Competitors
Table 209. Sto Corp Major Business
Table 210. Sto Corp Acrylic Masonry Primer Product and Services
Table 211. Sto Corp Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 212. Sto Corp Recent Developments/Updates
Table 213. Sto Corp Competitive Strengths & Weaknesses
Table 214. Sika Basic Information, Manufacturing Base and Competitors
Table 215. Sika Major Business
Table 216. Sika Acrylic Masonry Primer Product and Services
Table 217. Sika Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 218. Sika Recent Developments/Updates
Table 219. Sika Competitive Strengths & Weaknesses
Table 220. Jotun Basic Information, Manufacturing Base and Competitors
Table 221. Jotun Major Business
Table 222. Jotun Acrylic Masonry Primer Product and Services
Table 223. Jotun Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 224. Jotun Recent Developments/Updates
Table 225. Jotun Competitive Strengths & Weaknesses
Table 226. Asian Paints Basic Information, Manufacturing Base and Competitors
Table 227. Asian Paints Major Business
Table 228. Asian Paints Acrylic Masonry Primer Product and Services
Table 229. Asian Paints Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 230. Asian Paints Recent Developments/Updates
Table 231. Asian Paints Competitive Strengths & Weaknesses
Table 232. Nippon Paint Basic Information, Manufacturing Base and Competitors
Table 233. Nippon Paint Major Business
Table 234. Nippon Paint Acrylic Masonry Primer Product and Services
Table 235. Nippon Paint Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 236. Nippon Paint Recent Developments/Updates
Table 237. Nippon Paint Competitive Strengths & Weaknesses
Table 238. Berger Basic Information, Manufacturing Base and Competitors
Table 239. Berger Major Business
Table 240. Berger Acrylic Masonry Primer Product and Services
Table 241. Berger Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 242. Berger Recent Developments/Updates
Table 243. Berger Competitive Strengths & Weaknesses
Table 244. Hempel Basic Information, Manufacturing Base and Competitors
Table 245. Hempel Major Business
Table 246. Hempel Acrylic Masonry Primer Product and Services
Table 247. Hempel Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 248. Hempel Recent Developments/Updates
Table 249. Hempel Competitive Strengths & Weaknesses
Table 250. National Paints Basic Information, Manufacturing Base and Competitors
Table 251. National Paints Major Business

Table 252. National Paints Acrylic Masonry Primer Product and Services
Table 253. National Paints Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 254. National Paints Recent Developments/Updates
Table 255. National Paints Competitive Strengths & Weaknesses
Table 256. Caparol Basic Information, Manufacturing Base and Competitors
Table 257. Caparol Major Business
Table 258. Caparol Acrylic Masonry Primer Product and Services
Table 259. Caparol Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 260. Caparol Recent Developments/Updates
Table 261. Caparol Competitive Strengths & Weaknesses
Table 262. Tikkurila Basic Information, Manufacturing Base and Competitors
Table 263. Tikkurila Major Business
Table 264. Tikkurila Acrylic Masonry Primer Product and Services
Table 265. Tikkurila Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 266. Tikkurila Recent Developments/Updates
Table 267. Tikkurila Competitive Strengths & Weaknesses
Table 268. Mapei Basic Information, Manufacturing Base and Competitors
Table 269. Mapei Major Business
Table 270. Mapei Acrylic Masonry Primer Product and Services
Table 271. Mapei Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 272. Mapei Recent Developments/Updates
Table 273. Mapei Competitive Strengths & Weaknesses
Table 274. Rust-Oleum Basic Information, Manufacturing Base and Competitors
Table 275. Rust-Oleum Major Business
Table 276. Rust-Oleum Acrylic Masonry Primer Product and Services
Table 277. Rust-Oleum Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 278. Rust-Oleum Recent Developments/Updates
Table 279. Rust-Oleum Competitive Strengths & Weaknesses
Table 280. San Marco Basic Information, Manufacturing Base and Competitors
Table 281. San Marco Major Business
Table 282. San Marco Acrylic Masonry Primer Product and Services
Table 283. San Marco Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 284. San Marco Recent Developments/Updates

Table 285. San Marco Competitive Strengths & Weaknesses
Table 286. Novacolor Basic Information, Manufacturing Base and Competitors
Table 287. Novacolor Major Business
Table 288. Novacolor Acrylic Masonry Primer Product and Services
Table 289. Novacolor Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 290. Novacolor Recent Developments/Updates
Table 291. Novacolor Competitive Strengths & Weaknesses
Table 292. Mathys Basic Information, Manufacturing Base and Competitors
Table 293. Mathys Major Business
Table 294. Mathys Acrylic Masonry Primer Product and Services
Table 295. Mathys Acrylic Masonry Primer Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 296. Mathys Recent Developments/Updates
Table 297. Mathys Competitive Strengths & Weaknesses
Table 298. Global Key Players of Acrylic Masonry Primer Upstream (Raw Materials)
Table 299. Global Acrylic Masonry Primer Typical Customers
Table 300. Acrylic Masonry Primer Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Acrylic Masonry Primer Picture

Figure 2. World Acrylic Masonry Primer Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Acrylic Masonry Primer Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Acrylic Masonry Primer Production (2021-2032) & (Tons)

Figure 5. World Acrylic Masonry Primer Average Price (2021-2032) & (US\$/Ton)

Figure 6. World Acrylic Masonry Primer Production Value Market Share by Region (2021-2032)

Figure 7. World Acrylic Masonry Primer Production Market Share by Region (2021-2032)

Figure 8. North America Acrylic Masonry Primer Production (2021-2032) & (Tons)

Figure 9. Europe Acrylic Masonry Primer Production (2021-2032) & (Tons)

Figure 10. China Acrylic Masonry Primer Production (2021-2032) & (Tons)

Figure 11. Japan Acrylic Masonry Primer Production (2021-2032) & (Tons)

Figure 12. Acrylic Masonry Primer Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Acrylic Masonry Primer Consumption (2021-2032) & (Tons)

Figure 15. World Acrylic Masonry Primer Consumption Market Share by Region (2021-2032)

Figure 16. United States Acrylic Masonry Primer Consumption (2021-2032) & (Tons)

Figure 17. China Acrylic Masonry Primer Consumption (2021-2032) & (Tons)

Figure 18. Europe Acrylic Masonry Primer Consumption (2021-2032) & (Tons)

Figure 19. Japan Acrylic Masonry Primer Consumption (2021-2032) & (Tons)

Figure 20. South Korea Acrylic Masonry Primer Consumption (2021-2032) & (Tons)

Figure 21. ASEAN Acrylic Masonry Primer Consumption (2021-2032) & (Tons)

Figure 22. India Acrylic Masonry Primer Consumption (2021-2032) & (Tons)

Figure 23. Producer Shipments of Acrylic Masonry Primer by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Acrylic Masonry Primer Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Acrylic Masonry Primer Markets in 2025

Figure 26. United States VS China: Acrylic Masonry Primer Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Acrylic Masonry Primer Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Acrylic Masonry Primer Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Acrylic Masonry Primer Production Market Share 2025

Figure 30. China Based Manufacturers Acrylic Masonry Primer Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Acrylic Masonry Primer Production Market Share 2025

Figure 32. World Acrylic Masonry Primer Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Acrylic Masonry Primer Production Value Market Share by Type in 2025

Figure 34. Water Proof

Figure 35. Anti-rust

Figure 36. Insulation

Figure 37. Others

Figure 38. World Acrylic Masonry Primer Production Market Share by Type (2021-2032)

Figure 39. World Acrylic Masonry Primer Production Value Market Share by Type (2021-2032)

Figure 40. World Acrylic Masonry Primer Average Price by Type (2021-2032) & (US\$/Ton)

Figure 41. World Acrylic Masonry Primer Production Value by Binder System, (USD Million), 2021 & 2025 & 2032

Figure 42. World Acrylic Masonry Primer Production Value Market Share by Binder System in 2025

Figure 43. Pure Acrylic Masonry Primer

Figure 44. Styrene Acrylic Masonry Primer

Figure 45. Acrylic Copolymer Masonry Primer

Figure 46. World Acrylic Masonry Primer Production Market Share by Binder System (2021-2032)

Figure 47. World Acrylic Masonry Primer Production Value Market Share by Binder System (2021-2032)

Figure 48. World Acrylic Masonry Primer Average Price by Binder System (2021-2032) & (US\$/Ton)

Figure 49. World Acrylic Masonry Primer Production Value by Carrier Typ, (USD Million), 2021 & 2025 & 2032

Figure 50. World Acrylic Masonry Primer Production Value Market Share by Carrier Typ

in 2025

Figure 51. Water-Based Masonry Primer

Figure 52. Solvent-Based Masonry Primer

Figure 53. World Acrylic Masonry Primer Production Market Share by Carrier Typ
(2021-2032)

Figure 54. World Acrylic Masonry Primer Production Value Market Share by Carrier Typ
(2021-2032)

Figure 55. World Acrylic Masonry Primer Average Price by Carrier Typ (2021-2032) &
(US\$/Ton)

Figure 56. World Acrylic Masonry Primer Production Value by Film Build Level, (USD
Million), 2021 & 2025 & 2032

Figure 57. World Acrylic Masonry Primer Production Value Market Share by Film Build
Level in 2025

Figure 58. Penetrating Low-Build Masonry Primer

Figure 59. Standard-Build Masonry Primer

Figure 60. High-Build Masonry Primer

Figure 61. World Acrylic Masonry Primer Production Market Share by Film Build Level
(2021-2032)

Figure 62. World Acrylic Masonry Primer Production Value Market Share by Film Build
Level (2021-2032)

Figure 63. World Acrylic Masonry Primer Average Price by Film Build Level (2021-2032)
& (US\$/Ton)

Figure 64. World Acrylic Masonry Primer Production Value by Application, (USD
Million), 2021 & 2025 & 2032

Figure 65. World Acrylic Masonry Primer Production Value Market Share by Application
in 2025

Figure 66. Indoor

Figure 67. Outdoor

Figure 68. World Acrylic Masonry Primer Production Market Share by Application
(2021-2032)

Figure 69. World Acrylic Masonry Primer Production Value Market Share by Application
(2021-2032)

Figure 70. World Acrylic Masonry Primer Average Price by Application (2021-2032) &
(US\$/Ton)

Figure 71. Acrylic Masonry Primer Industry Chain

Figure 72. Acrylic Masonry Primer Procurement Model

Figure 73. Acrylic Masonry Primer Sales Model

Figure 74. Acrylic Masonry Primer Sales Channels, Direct Sales, and Distribution

Figure 75. Methodology

Figure 76. Research Process and Data Source

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