

# Global Automotive Iridescent Paint Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G279D8E4AA8DEN.html>

Date: April 2026

Pages: 108

Price: US\$ 3,480.00 (Single User License)

ID: G279D8E4AA8DEN

## Abstracts

According to our (Global Info Research) latest study, the global Automotive Iridescent Paint market size was valued at US\$ 583 million in 2025 and is forecast to a readjusted size of US\$ 877 million by 2032 with a CAGR of 6.3% during review period.

Automotive iridescent coatings are special automotive coatings/covers that can display a variety of vibrant colors or gradient effects depending on viewing angle, light angle, or temperature changes. Utilizing special pearlescent pigments, metallic powders, or thermosensitive materials, they exhibit high gloss, high transparency, and a strong sense of depth under different environments, making vehicles highly personalized.

The core competitiveness of upstream components stems from specialty effect pigments, primarily including multilayer thin-film interference pigments (such as optically variable films) and synthetic mica matrices. Upstream R&D focuses on developing a wider color gamut and narrower particle size distribution to address the common 'grainy' problem in iridescent paint finishes.

Global sales in 2025 are estimated at 200,000 tons, with a market price of around \$2,833 per ton, and an industry gross profit margin typically around 30%.

This report is a detailed and comprehensive analysis for global Automotive Iridescent Paint market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market

share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Automotive Iridescent Paint market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Automotive Iridescent Paint market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Automotive Iridescent Paint market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Automotive Iridescent Paint market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Automotive Iridescent Paint

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Automotive Iridescent Paint market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Susonity, ECKART, SCHLENK, Sun Chemical, PPG, AkzoNobel, Nihon Koken Kogyo, Nippon Sheet Glass, CQV, Sudarshan, etc.

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

### **Market Segmentation**

Automotive Iridescent Paint market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This

analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

Silver White Series

Rainbow Series

Other

#### Market segment by Principle

Interference Type

Diffraction Type

#### Market segment by Application

OEM

Aftermarket

#### Major players covered

Susonity

ECKART

SCHLENK

Sun Chemical

PPG

AkzoNobel

Nihon Koken Kogyo

Nippon Sheet Glass

CQV

Sudarshan

Kolortek

Global New Material International

Xiamen Kuncai Pigment

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Automotive Iridescent Paint product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive Iridescent Paint, with price, sales quantity, revenue, and global market share of Automotive Iridescent Paint from 2021 to 2026.

Chapter 3, the Automotive Iridescent Paint competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Automotive Iridescent Paint breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021

to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Automotive Iridescent Paint market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Automotive Iridescent Paint.

Chapter 14 and 15, to describe Automotive Iridescent Paint sales channel, distributors, customers, research findings and conclusion.

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