

Global Automotive Iridescent Paint Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Automotive Iridescent Paint market size is expected to reach \$ 877 million by 2032, rising at a market growth of 6.3% CAGR during the forecast period (2026-2032).

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 studies the global Automotive Iridescent Paint production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive Iridescent Paint 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 Automotive Iridescent Paint that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Automotive Iridescent Paint total production and demand, 2021-2032, (Tons)

Global Automotive Iridescent Paint total production value, 2021-2032, (USD Million)

Global Automotive Iridescent Paint production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Automotive Iridescent Paint consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Automotive Iridescent Paint domestic production, consumption, key domestic manufacturers and share

Global Automotive Iridescent Paint production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Automotive Iridescent Paint production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Automotive Iridescent Paint production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Automotive Iridescent Paint 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Automotive Iridescent Paint 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 Automotive Iridescent Paint Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive Iridescent Paint Market, Segmentation by Type:

Silver White Series

Rainbow Series

Other

Global Automotive Iridescent Paint Market, Segmentation by Principle:

Interference Type

Diffraction Type

Global Automotive Iridescent Paint Market, Segmentation by Application:

OEM

Aftermarket

Companies Profiled:

Susonity

ECKART

SCHLENK

Sun Chemical

PPG

AkzoNobel

Nihon Koken Kogyo

Nippon Sheet Glass

CQV

Sudarshan

Kolortek

Global New Material International

Xiamen Kuncai Pigment

Key Questions Answered:

1. How big is the global Automotive Iridescent Paint market?
2. What is the demand of the global Automotive Iridescent Paint market?
3. What is the year over year growth of the global Automotive Iridescent Paint market?
4. What is the production and production value of the global Automotive Iridescent Paint market?
5. Who are the key producers in the global Automotive Iridescent Paint market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

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

2 DEMAND SUMMARY

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

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Automotive Iridescent Paint Production Value by Manufacturer (2021-2026)
- 3.2 World Automotive Iridescent Paint Production by Manufacturer (2021-2026)
- 3.3 World Automotive Iridescent Paint Average Price by Manufacturer (2021-2026)
- 3.4 Automotive Iridescent Paint Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Automotive Iridescent Paint Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Automotive Iridescent Paint in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Automotive Iridescent Paint in 2025
- 3.6 Automotive Iridescent Paint Market: Overall Company Footprint Analysis
 - 3.6.1 Automotive Iridescent Paint Market: Region Footprint
 - 3.6.2 Automotive Iridescent Paint Market: Company Product Type Footprint
 - 3.6.3 Automotive Iridescent Paint 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: Automotive Iridescent Paint Production Value Comparison
 - 4.1.1 United States VS China: Automotive Iridescent Paint Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Automotive Iridescent Paint Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Automotive Iridescent Paint Production Comparison
 - 4.2.1 United States VS China: Automotive Iridescent Paint Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Automotive Iridescent Paint Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Automotive Iridescent Paint Consumption Comparison
 - 4.3.1 United States VS China: Automotive Iridescent Paint Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Automotive Iridescent Paint Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Automotive Iridescent Paint Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Automotive Iridescent Paint Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Automotive Iridescent Paint Production Value (2021-2026)

4.4.3 United States Based Manufacturers Automotive Iridescent Paint Production (2021-2026)

4.5 China Based Automotive Iridescent Paint Manufacturers and Market Share

4.5.1 China Based Automotive Iridescent Paint Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Automotive Iridescent Paint Production Value (2021-2026)

4.5.3 China Based Manufacturers Automotive Iridescent Paint Production (2021-2026)

4.6 Rest of World Based Automotive Iridescent Paint Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Automotive Iridescent Paint Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Automotive Iridescent Paint Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Automotive Iridescent Paint Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Automotive Iridescent Paint Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Silver White Series

5.2.2 Rainbow Series

5.2.3 Other

5.3 Market Segment by Type

5.3.1 World Automotive Iridescent Paint Production by Type (2021-2032)

5.3.2 World Automotive Iridescent Paint Production Value by Type (2021-2032)

5.3.3 World Automotive Iridescent Paint Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY PRINCIPLE

6.1 World Automotive Iridescent Paint Market Size Overview by Principle: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Principle

6.2.1 Interference Type

6.2.2 Diffraction Type

6.3 Market Segment by Principle

6.3.1 World Automotive Iridescent Paint Production by Principle (2021-2032)

6.3.2 World Automotive Iridescent Paint Production Value by Principle (2021-2032)

6.3.3 World Automotive Iridescent Paint Average Price by Principle (2021-2032)

7 MARKET ANALYSIS BY APPLICATION

7.1 World Automotive Iridescent Paint Market Size Overview by Application: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Application

7.2.1 OEM

7.2.2 Aftermarket

7.3 Market Segment by Application

7.3.1 World Automotive Iridescent Paint Production by Application (2021-2032)

7.3.2 World Automotive Iridescent Paint Production Value by Application (2021-2032)

7.3.3 World Automotive Iridescent Paint Average Price by Application (2021-2032)

8 COMPANY PROFILES

8.1 Susonity

8.1.1 Susonity Details

8.1.2 Susonity Major Business

8.1.3 Susonity Automotive Iridescent Paint Product and Services

8.1.4 Susonity Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)

8.1.5 Susonity Recent Developments/Updates

8.1.6 Susonity Competitive Strengths & Weaknesses

8.2 ECKART

8.2.1 ECKART Details

8.2.2 ECKART Major Business

8.2.3 ECKART Automotive Iridescent Paint Product and Services

8.2.4 ECKART Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)

8.2.5 ECKART Recent Developments/Updates

8.2.6 ECKART Competitive Strengths & Weaknesses

8.3 SCHLENK

8.3.1 SCHLENK Details

- 8.3.2 SCHLENK Major Business
- 8.3.3 SCHLENK Automotive Iridescent Paint Product and Services
- 8.3.4 SCHLENK Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 8.3.5 SCHLENK Recent Developments/Updates
- 8.3.6 SCHLENK Competitive Strengths & Weaknesses
- 8.4 Sun Chemical
 - 8.4.1 Sun Chemical Details
 - 8.4.2 Sun Chemical Major Business
 - 8.4.3 Sun Chemical Automotive Iridescent Paint Product and Services
 - 8.4.4 Sun Chemical Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.4.5 Sun Chemical Recent Developments/Updates
 - 8.4.6 Sun Chemical Competitive Strengths & Weaknesses
- 8.5 PPG
 - 8.5.1 PPG Details
 - 8.5.2 PPG Major Business
 - 8.5.3 PPG Automotive Iridescent Paint Product and Services
 - 8.5.4 PPG Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.5.5 PPG Recent Developments/Updates
 - 8.5.6 PPG Competitive Strengths & Weaknesses
- 8.6 AkzoNobel
 - 8.6.1 AkzoNobel Details
 - 8.6.2 AkzoNobel Major Business
 - 8.6.3 AkzoNobel Automotive Iridescent Paint Product and Services
 - 8.6.4 AkzoNobel Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.6.5 AkzoNobel Recent Developments/Updates
 - 8.6.6 AkzoNobel Competitive Strengths & Weaknesses
- 8.7 Nihon Koken Kogyo
 - 8.7.1 Nihon Koken Kogyo Details
 - 8.7.2 Nihon Koken Kogyo Major Business
 - 8.7.3 Nihon Koken Kogyo Automotive Iridescent Paint Product and Services
 - 8.7.4 Nihon Koken Kogyo Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.7.5 Nihon Koken Kogyo Recent Developments/Updates
 - 8.7.6 Nihon Koken Kogyo Competitive Strengths & Weaknesses
- 8.8 Nippon Sheet Glass

- 8.8.1 Nippon Sheet Glass Details
- 8.8.2 Nippon Sheet Glass Major Business
- 8.8.3 Nippon Sheet Glass Automotive Iridescent Paint Product and Services
- 8.8.4 Nippon Sheet Glass Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 8.8.5 Nippon Sheet Glass Recent Developments/Updates
- 8.8.6 Nippon Sheet Glass Competitive Strengths & Weaknesses
- 8.9 CQV
 - 8.9.1 CQV Details
 - 8.9.2 CQV Major Business
 - 8.9.3 CQV Automotive Iridescent Paint Product and Services
 - 8.9.4 CQV Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.9.5 CQV Recent Developments/Updates
 - 8.9.6 CQV Competitive Strengths & Weaknesses
- 8.10 Sudarshan
 - 8.10.1 Sudarshan Details
 - 8.10.2 Sudarshan Major Business
 - 8.10.3 Sudarshan Automotive Iridescent Paint Product and Services
 - 8.10.4 Sudarshan Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.10.5 Sudarshan Recent Developments/Updates
 - 8.10.6 Sudarshan Competitive Strengths & Weaknesses
- 8.11 Kolortek
 - 8.11.1 Kolortek Details
 - 8.11.2 Kolortek Major Business
 - 8.11.3 Kolortek Automotive Iridescent Paint Product and Services
 - 8.11.4 Kolortek Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.11.5 Kolortek Recent Developments/Updates
 - 8.11.6 Kolortek Competitive Strengths & Weaknesses
- 8.12 Global New Material International
 - 8.12.1 Global New Material International Details
 - 8.12.2 Global New Material International Major Business
 - 8.12.3 Global New Material International Automotive Iridescent Paint Product and Services
 - 8.12.4 Global New Material International Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.12.5 Global New Material International Recent Developments/Updates

- 8.12.6 Global New Material International Competitive Strengths & Weaknesses
- 8.13 Xiamen Kuncai Pigment
 - 8.13.1 Xiamen Kuncai Pigment Details
 - 8.13.2 Xiamen Kuncai Pigment Major Business
 - 8.13.3 Xiamen Kuncai Pigment Automotive Iridescent Paint Product and Services
 - 8.13.4 Xiamen Kuncai Pigment Automotive Iridescent Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 8.13.5 Xiamen Kuncai Pigment Recent Developments/Updates
 - 8.13.6 Xiamen Kuncai Pigment Competitive Strengths & Weaknesses

9 INDUSTRY CHAIN ANALYSIS

- 9.1 Automotive Iridescent Paint Industry Chain
- 9.2 Automotive Iridescent Paint Upstream Analysis
 - 9.2.1 Automotive Iridescent Paint Core Raw Materials
 - 9.2.2 Main Manufacturers of Automotive Iridescent Paint Core Raw Materials
- 9.3 Midstream Analysis
- 9.4 Downstream Analysis
- 9.5 Automotive Iridescent Paint Production Mode
- 9.6 Automotive Iridescent Paint Procurement Model
- 9.7 Automotive Iridescent Paint Industry Sales Model and Sales Channels
 - 9.7.1 Automotive Iridescent Paint Sales Model
 - 9.7.2 Automotive Iridescent Paint Typical Distributors

10 RESEARCH FINDINGS AND CONCLUSION

11 APPENDIX

- 11.1 Methodology
- 11.2 Research Process and Data Source
- 11.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Automotive Iridescent Paint Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Automotive Iridescent Paint Production Value by Region (2021-2026) & (USD Million)

Table 3. World Automotive Iridescent Paint Production Value by Region (2027-2032) & (USD Million)

Table 4. World Automotive Iridescent Paint Production Value Market Share by Region (2021-2026)

Table 5. World Automotive Iridescent Paint Production Value Market Share by Region (2027-2032)

Table 6. World Automotive Iridescent Paint Production by Region (2021-2026) & (Tons)

Table 7. World Automotive Iridescent Paint Production by Region (2027-2032) & (Tons)

Table 8. World Automotive Iridescent Paint Production Market Share by Region (2021-2026)

Table 9. World Automotive Iridescent Paint Production Market Share by Region (2027-2032)

Table 10. World Automotive Iridescent Paint Average Price by Region (2021-2026) & (US\$/Ton)

Table 11. World Automotive Iridescent Paint Average Price by Region (2027-2032) & (US\$/Ton)

Table 12. Automotive Iridescent Paint Major Market Trends

Table 13. World Automotive Iridescent Paint Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Tons)

Table 14. World Automotive Iridescent Paint Consumption by Region (2021-2026) & (Tons)

Table 15. World Automotive Iridescent Paint Consumption Forecast by Region (2027-2032) & (Tons)

Table 16. World Automotive Iridescent Paint Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Automotive Iridescent Paint Producers in 2025

Table 18. World Automotive Iridescent Paint Production by Manufacturer (2021-2026) & (Tons)

Table 19. Production Market Share of Key Automotive Iridescent Paint Producers in 2025

- Table 20. World Automotive Iridescent Paint Average Price by Manufacturer (2021-2026) & (US\$/Ton)
- Table 21. Global Automotive Iridescent Paint Company Evaluation Quadrant
- Table 22. World Automotive Iridescent Paint Industry Rank of Major Manufacturers, Based on Production Value in 2025
- Table 23. Head Office and Automotive Iridescent Paint Production Site of Key Manufacturer
- Table 24. Automotive Iridescent Paint Market: Company Product Type Footprint
- Table 25. Automotive Iridescent Paint Market: Company Product Application Footprint
- Table 26. Automotive Iridescent Paint Competitive Factors
- Table 27. Automotive Iridescent Paint New Entrant and Capacity Expansion Plans
- Table 28. Automotive Iridescent Paint Mergers & Acquisitions Activity
- Table 29. United States VS China Automotive Iridescent Paint Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 30. United States VS China Automotive Iridescent Paint Production Comparison, (2021 & 2025 & 2032) & (Tons)
- Table 31. United States VS China Automotive Iridescent Paint Consumption Comparison, (2021 & 2025 & 2032) & (Tons)
- Table 32. United States Based Automotive Iridescent Paint Manufacturers, Headquarters and Production Site (States, Country)
- Table 33. United States Based Manufacturers Automotive Iridescent Paint Production Value, (2021-2026) & (USD Million)
- Table 34. United States Based Manufacturers Automotive Iridescent Paint Production Value Market Share (2021-2026)
- Table 35. United States Based Manufacturers Automotive Iridescent Paint Production (2021-2026) & (Tons)
- Table 36. United States Based Manufacturers Automotive Iridescent Paint Production Market Share (2021-2026)
- Table 37. China Based Automotive Iridescent Paint Manufacturers, Headquarters and Production Site (Province, Country)
- Table 38. China Based Manufacturers Automotive Iridescent Paint Production Value, (2021-2026) & (USD Million)
- Table 39. China Based Manufacturers Automotive Iridescent Paint Production Value Market Share (2021-2026)
- Table 40. China Based Manufacturers Automotive Iridescent Paint Production, (2021-2026) & (Tons)
- Table 41. China Based Manufacturers Automotive Iridescent Paint Production Market Share (2021-2026)
- Table 42. Rest of World Based Automotive Iridescent Paint Manufacturers,

Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Automotive Iridescent Paint Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Automotive Iridescent Paint Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Automotive Iridescent Paint Production, (2021-2026) & (Tons)

Table 46. Rest of World Based Manufacturers Automotive Iridescent Paint Production Market Share (2021-2026)

Table 47. World Automotive Iridescent Paint Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Automotive Iridescent Paint Production by Type (2021-2026) & (Tons)

Table 49. World Automotive Iridescent Paint Production by Type (2027-2032) & (Tons)

Table 50. World Automotive Iridescent Paint Production Value by Type (2021-2026) & (USD Million)

Table 51. World Automotive Iridescent Paint Production Value by Type (2027-2032) & (USD Million)

Table 52. World Automotive Iridescent Paint Average Price by Type (2021-2026) & (US\$/Ton)

Table 53. World Automotive Iridescent Paint Average Price by Type (2027-2032) & (US\$/Ton)

Table 54. World Automotive Iridescent Paint Production Value by Principle, (USD Million), 2021 & 2025 & 2032

Table 55. World Automotive Iridescent Paint Production by Principle (2021-2026) & (Tons)

Table 56. World Automotive Iridescent Paint Production by Principle (2027-2032) & (Tons)

Table 57. World Automotive Iridescent Paint Production Value by Principle (2021-2026) & (USD Million)

Table 58. World Automotive Iridescent Paint Production Value by Principle (2027-2032) & (USD Million)

Table 59. World Automotive Iridescent Paint Average Price by Principle (2021-2026) & (US\$/Ton)

Table 60. World Automotive Iridescent Paint Average Price by Principle (2027-2032) & (US\$/Ton)

Table 61. World Automotive Iridescent Paint Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 62. World Automotive Iridescent Paint Production by Application (2021-2026) & (Tons)

Table 63. World Automotive Iridescent Paint Production by Application (2027-2032) & (Tons)

Table 64. World Automotive Iridescent Paint Production Value by Application (2021-2026) & (USD Million)

Table 65. World Automotive Iridescent Paint Production Value by Application (2027-2032) & (USD Million)

Table 66. World Automotive Iridescent Paint Average Price by Application (2021-2026) & (US\$/Ton)

Table 67. World Automotive Iridescent Paint Average Price by Application (2027-2032) & (US\$/Ton)

Table 68. Susonity Basic Information, Manufacturing Base and Competitors

Table 69. Susonity Major Business

Table 70. Susonity Automotive Iridescent Paint Product and Services

Table 71. Susonity Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 72. Susonity Recent Developments/Updates

Table 73. Susonity Competitive Strengths & Weaknesses

Table 74. ECKART Basic Information, Manufacturing Base and Competitors

Table 75. ECKART Major Business

Table 76. ECKART Automotive Iridescent Paint Product and Services

Table 77. ECKART Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 78. ECKART Recent Developments/Updates

Table 79. ECKART Competitive Strengths & Weaknesses

Table 80. SCHLENK Basic Information, Manufacturing Base and Competitors

Table 81. SCHLENK Major Business

Table 82. SCHLENK Automotive Iridescent Paint Product and Services

Table 83. SCHLENK Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 84. SCHLENK Recent Developments/Updates

Table 85. SCHLENK Competitive Strengths & Weaknesses

Table 86. Sun Chemical Basic Information, Manufacturing Base and Competitors

Table 87. Sun Chemical Major Business

Table 88. Sun Chemical Automotive Iridescent Paint Product and Services

Table 89. Sun Chemical Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 90. Sun Chemical Recent Developments/Updates

Table 91. Sun Chemical Competitive Strengths & Weaknesses

- Table 92. PPG Basic Information, Manufacturing Base and Competitors
- Table 93. PPG Major Business
- Table 94. PPG Automotive Iridescent Paint Product and Services
- Table 95. PPG Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 96. PPG Recent Developments/Updates
- Table 97. PPG Competitive Strengths & Weaknesses
- Table 98. AkzoNobel Basic Information, Manufacturing Base and Competitors
- Table 99. AkzoNobel Major Business
- Table 100. AkzoNobel Automotive Iridescent Paint Product and Services
- Table 101. AkzoNobel Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 102. AkzoNobel Recent Developments/Updates
- Table 103. AkzoNobel Competitive Strengths & Weaknesses
- Table 104. Nihon Koken Kogyo Basic Information, Manufacturing Base and Competitors
- Table 105. Nihon Koken Kogyo Major Business
- Table 106. Nihon Koken Kogyo Automotive Iridescent Paint Product and Services
- Table 107. Nihon Koken Kogyo Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 108. Nihon Koken Kogyo Recent Developments/Updates
- Table 109. Nihon Koken Kogyo Competitive Strengths & Weaknesses
- Table 110. Nippon Sheet Glass Basic Information, Manufacturing Base and Competitors
- Table 111. Nippon Sheet Glass Major Business
- Table 112. Nippon Sheet Glass Automotive Iridescent Paint Product and Services
- Table 113. Nippon Sheet Glass Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 114. Nippon Sheet Glass Recent Developments/Updates
- Table 115. Nippon Sheet Glass Competitive Strengths & Weaknesses
- Table 116. CQV Basic Information, Manufacturing Base and Competitors
- Table 117. CQV Major Business
- Table 118. CQV Automotive Iridescent Paint Product and Services
- Table 119. CQV Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 120. CQV Recent Developments/Updates
- Table 121. CQV Competitive Strengths & Weaknesses
- Table 122. Sudarshan Basic Information, Manufacturing Base and Competitors
- Table 123. Sudarshan Major Business

- Table 124. Sudarshan Automotive Iridescent Paint Product and Services
- Table 125. Sudarshan Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 126. Sudarshan Recent Developments/Updates
- Table 127. Sudarshan Competitive Strengths & Weaknesses
- Table 128. Kolortek Basic Information, Manufacturing Base and Competitors
- Table 129. Kolortek Major Business
- Table 130. Kolortek Automotive Iridescent Paint Product and Services
- Table 131. Kolortek Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 132. Kolortek Recent Developments/Updates
- Table 133. Kolortek Competitive Strengths & Weaknesses
- Table 134. Global New Material International Basic Information, Manufacturing Base and Competitors
- Table 135. Global New Material International Major Business
- Table 136. Global New Material International Automotive Iridescent Paint Product and Services
- Table 137. Global New Material International Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 138. Global New Material International Recent Developments/Updates
- Table 139. Global New Material International Competitive Strengths & Weaknesses
- Table 140. Xiamen Kuncai Pigment Basic Information, Manufacturing Base and Competitors
- Table 141. Xiamen Kuncai Pigment Major Business
- Table 142. Xiamen Kuncai Pigment Automotive Iridescent Paint Product and Services
- Table 143. Xiamen Kuncai Pigment Automotive Iridescent Paint Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 144. Xiamen Kuncai Pigment Recent Developments/Updates
- Table 145. Xiamen Kuncai Pigment Competitive Strengths & Weaknesses
- Table 146. Global Key Players of Automotive Iridescent Paint Upstream (Raw Materials)
- Table 147. Global Automotive Iridescent Paint Typical Customers
- Table 148. Automotive Iridescent Paint Typical Distributors

List Of Figures

LIST OF FIGURES

- Figure 1. Automotive Iridescent Paint Picture
- Figure 2. World Automotive Iridescent Paint Production Value: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Automotive Iridescent Paint Production Value and Forecast (2021-2032) & (USD Million)
- Figure 4. World Automotive Iridescent Paint Production (2021-2032) & (Tons)
- Figure 5. World Automotive Iridescent Paint Average Price (2021-2032) & (US\$/Ton)
- Figure 6. World Automotive Iridescent Paint Production Value Market Share by Region (2021-2032)
- Figure 7. World Automotive Iridescent Paint Production Market Share by Region (2021-2032)
- Figure 8. North America Automotive Iridescent Paint Production (2021-2032) & (Tons)
- Figure 9. Europe Automotive Iridescent Paint Production (2021-2032) & (Tons)
- Figure 10. China Automotive Iridescent Paint Production (2021-2032) & (Tons)
- Figure 11. Japan Automotive Iridescent Paint Production (2021-2032) & (Tons)
- Figure 12. India Automotive Iridescent Paint Production (2021-2032) & (Tons)
- Figure 13. Southeast Asia Automotive Iridescent Paint Production (2021-2032) & (Tons)
- Figure 14. Automotive Iridescent Paint Market Drivers
- Figure 15. Factors Affecting Demand
- Figure 16. World Automotive Iridescent Paint Consumption (2021-2032) & (Tons)
- Figure 17. World Automotive Iridescent Paint Consumption Market Share by Region (2021-2032)
- Figure 18. United States Automotive Iridescent Paint Consumption (2021-2032) & (Tons)
- Figure 19. China Automotive Iridescent Paint Consumption (2021-2032) & (Tons)
- Figure 20. Europe Automotive Iridescent Paint Consumption (2021-2032) & (Tons)
- Figure 21. Japan Automotive Iridescent Paint Consumption (2021-2032) & (Tons)
- Figure 22. South Korea Automotive Iridescent Paint Consumption (2021-2032) & (Tons)
- Figure 23. ASEAN Automotive Iridescent Paint Consumption (2021-2032) & (Tons)
- Figure 24. India Automotive Iridescent Paint Consumption (2021-2032) & (Tons)
- Figure 25. Producer Shipments of Automotive Iridescent Paint by Manufacturer Revenue (\$MM) and Market Share (%): 2025
- Figure 26. Global Four-firm Concentration Ratios (CR4) for Automotive Iridescent Paint Markets in 2025
- Figure 27. Global Four-firm Concentration Ratios (CR8) for Automotive Iridescent Paint

Markets in 2025

Figure 28. United States VS China: Automotive Iridescent Paint Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Automotive Iridescent Paint Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Automotive Iridescent Paint Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers Automotive Iridescent Paint Production Market Share 2025

Figure 32. China Based Manufacturers Automotive Iridescent Paint Production Market Share 2025

Figure 33. Rest of World Based Manufacturers Automotive Iridescent Paint Production Market Share 2025

Figure 34. World Automotive Iridescent Paint Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Automotive Iridescent Paint Production Value Market Share by Type in 2025

Figure 36. Silver White Series

Figure 37. Rainbow Series

Figure 38. Other

Figure 39. World Automotive Iridescent Paint Production Market Share by Type (2021-2032)

Figure 40. World Automotive Iridescent Paint Production Value Market Share by Type (2021-2032)

Figure 41. World Automotive Iridescent Paint Average Price by Type (2021-2032) & (US\$/Ton)

Figure 42. World Automotive Iridescent Paint Production Value by Principle, (USD Million), 2021 & 2025 & 2032

Figure 43. World Automotive Iridescent Paint Production Value Market Share by Principle in 2025

Figure 44. Interference Type

Figure 45. Diffraction Type

Figure 46. World Automotive Iridescent Paint Production Market Share by Principle (2021-2032)

Figure 47. World Automotive Iridescent Paint Production Value Market Share by Principle (2021-2032)

Figure 48. World Automotive Iridescent Paint Average Price by Principle (2021-2032) & (US\$/Ton)

Figure 49. World Automotive Iridescent Paint Production Value by Application, (USD

Million), 2021 & 2025 & 2032

Figure 50. World Automotive Iridescent Paint Production Value Market Share by Application in 2025

Figure 51. OEM

Figure 52. Aftermarket

Figure 53. World Automotive Iridescent Paint Production Market Share by Application (2021-2032)

Figure 54. World Automotive Iridescent Paint Production Value Market Share by Application (2021-2032)

Figure 55. World Automotive Iridescent Paint Average Price by Application (2021-2032) & (US\$/Ton)

Figure 56. Automotive Iridescent Paint Industry Chain

Figure 57. Automotive Iridescent Paint Procurement Model

Figure 58. Automotive Iridescent Paint Sales Model

Figure 59. Automotive Iridescent Paint Sales Channels, Direct Sales, and Distribution

Figure 60. Methodology

Figure 61. Research Process and Data Source

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