

# Global Decorative Coatings Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Decorative Coatings market size was valued at USD 48020 million in 2023 and is forecast to a readjusted size of USD 56440 million by 2030 with a CAGR of 2.3% during review period.

A coating is a covering that is applied to the surface of an object, usually referred to as the substrate.

The standards for decorative coatings in terms of abrasion resistance, UV stability, adhesion, defined coating thickness, resistance to chemicals and food safety are high.

The Global Info Research report includes an overview of the development of the Decorative Coatings industry chain, the market status of Residential (Primer, Enamel), Commercial (Primer, Enamel), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Decorative Coatings.

Regionally, the report analyzes the Decorative Coatings markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Decorative Coatings market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Decorative Coatings market. It

provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Decorative Coatings industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Primer, Enamel).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Decorative Coatings market.

**Regional Analysis:** The report involves examining the Decorative Coatings market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Decorative Coatings market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Decorative Coatings:

**Company Analysis:** Report covers individual Decorative Coatings manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Decorative Coatings This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Residential, Commercial).

**Technology Analysis:** Report covers specific technologies relevant to Decorative Coatings. It assesses the current state, advancements, and potential future

developments in Decorative Coatings areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Decorative Coatings market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Decorative Coatings market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Primer

Enamel

Emulsions

#### Market segment by Application

Residential

Commercial

Others

#### Major players covered

PPG Industries

Sherwin-Williams

AkzoNobel

Nippon Paint and Valspar

Asian Paints

Berger Paints

Cabot

DAW

Jotun

Masco

Benjamin Moore

Axalta Coating Systems

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 Decorative Coatings product scope, market overview, market

estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Decorative Coatings, with price, sales, revenue and global market share of Decorative Coatings from 2019 to 2024.

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

Chapter 4, the Decorative Coatings breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Decorative Coatings market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Decorative Coatings.

Chapter 14 and 15, to describe Decorative Coatings sales channel, distributors, customers, research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Decorative Coatings
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
  - 1.3.1 Overview: Global Decorative Coatings Consumption Value by Type: 2019 Versus 2023 Versus 2030
  - 1.3.2 Primer
  - 1.3.3 Enamel
  - 1.3.4 Emulsions
- 1.4 Market Analysis by Application
  - 1.4.1 Overview: Global Decorative Coatings Consumption Value by Application: 2019 Versus 2023 Versus 2030
  - 1.4.2 Residential
  - 1.4.3 Commercial
  - 1.4.4 Others
- 1.5 Global Decorative Coatings Market Size & Forecast
  - 1.5.1 Global Decorative Coatings Consumption Value (2019 & 2023 & 2030)
  - 1.5.2 Global Decorative Coatings Sales Quantity (2019-2030)
  - 1.5.3 Global Decorative Coatings Average Price (2019-2030)

### 2 MANUFACTURERS PROFILES

- 2.1 PPG Industries
  - 2.1.1 PPG Industries Details
  - 2.1.2 PPG Industries Major Business
  - 2.1.3 PPG Industries Decorative Coatings Product and Services
  - 2.1.4 PPG Industries Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.1.5 PPG Industries Recent Developments/Updates
- 2.2 Sherwin-Williams
  - 2.2.1 Sherwin-Williams Details
  - 2.2.2 Sherwin-Williams Major Business
  - 2.2.3 Sherwin-Williams Decorative Coatings Product and Services
  - 2.2.4 Sherwin-Williams Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.2.5 Sherwin-Williams Recent Developments/Updates

## 2.3 AkzoNobel

### 2.3.1 AkzoNobel Details

### 2.3.2 AkzoNobel Major Business

### 2.3.3 AkzoNobel Decorative Coatings Product and Services

### 2.3.4 AkzoNobel Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.3.5 AkzoNobel Recent Developments/Updates

## 2.4 Nippon Paint and Valspar

### 2.4.1 Nippon Paint and Valspar Details

### 2.4.2 Nippon Paint and Valspar Major Business

### 2.4.3 Nippon Paint and Valspar Decorative Coatings Product and Services

### 2.4.4 Nippon Paint and Valspar Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.4.5 Nippon Paint and Valspar Recent Developments/Updates

## 2.5 Asian Paints

### 2.5.1 Asian Paints Details

### 2.5.2 Asian Paints Major Business

### 2.5.3 Asian Paints Decorative Coatings Product and Services

### 2.5.4 Asian Paints Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.5.5 Asian Paints Recent Developments/Updates

## 2.6 Berger Paints

### 2.6.1 Berger Paints Details

### 2.6.2 Berger Paints Major Business

### 2.6.3 Berger Paints Decorative Coatings Product and Services

### 2.6.4 Berger Paints Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.6.5 Berger Paints Recent Developments/Updates

## 2.7 Cabot

### 2.7.1 Cabot Details

### 2.7.2 Cabot Major Business

### 2.7.3 Cabot Decorative Coatings Product and Services

### 2.7.4 Cabot Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.7.5 Cabot Recent Developments/Updates

## 2.8 DAW

### 2.8.1 DAW Details

### 2.8.2 DAW Major Business

### 2.8.3 DAW Decorative Coatings Product and Services

2.8.4 DAW Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.8.5 DAW Recent Developments/Updates

2.9 Jotun

2.9.1 Jotun Details

2.9.2 Jotun Major Business

2.9.3 Jotun Decorative Coatings Product and Services

2.9.4 Jotun Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.9.5 Jotun Recent Developments/Updates

2.10 Masco

2.10.1 Masco Details

2.10.2 Masco Major Business

2.10.3 Masco Decorative Coatings Product and Services

2.10.4 Masco Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.10.5 Masco Recent Developments/Updates

2.11 Benjamin Moore

2.11.1 Benjamin Moore Details

2.11.2 Benjamin Moore Major Business

2.11.3 Benjamin Moore Decorative Coatings Product and Services

2.11.4 Benjamin Moore Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.11.5 Benjamin Moore Recent Developments/Updates

2.12 Axalta Coating Systems

2.12.1 Axalta Coating Systems Details

2.12.2 Axalta Coating Systems Major Business

2.12.3 Axalta Coating Systems Decorative Coatings Product and Services

2.12.4 Axalta Coating Systems Decorative Coatings Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.12.5 Axalta Coating Systems Recent Developments/Updates

### **3 COMPETITIVE ENVIRONMENT: DECORATIVE COATINGS BY MANUFACTURER**

3.1 Global Decorative Coatings Sales Quantity by Manufacturer (2019-2024)

3.2 Global Decorative Coatings Revenue by Manufacturer (2019-2024)

3.3 Global Decorative Coatings Average Price by Manufacturer (2019-2024)

3.4 Market Share Analysis (2023)

3.4.1 Producer Shipments of Decorative Coatings by Manufacturer Revenue (\$MM)



and Market Share (%): 2023

3.4.2 Top 3 Decorative Coatings Manufacturer Market Share in 2023

3.4.2 Top 6 Decorative Coatings Manufacturer Market Share in 2023

3.5 Decorative Coatings Market: Overall Company Footprint Analysis

3.5.1 Decorative Coatings Market: Region Footprint

3.5.2 Decorative Coatings Market: Company Product Type Footprint

3.5.3 Decorative Coatings Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

## **4 CONSUMPTION ANALYSIS BY REGION**

4.1 Global Decorative Coatings Market Size by Region

4.1.1 Global Decorative Coatings Sales Quantity by Region (2019-2030)

4.1.2 Global Decorative Coatings Consumption Value by Region (2019-2030)

4.1.3 Global Decorative Coatings Average Price by Region (2019-2030)

4.2 North America Decorative Coatings Consumption Value (2019-2030)

4.3 Europe Decorative Coatings Consumption Value (2019-2030)

4.4 Asia-Pacific Decorative Coatings Consumption Value (2019-2030)

4.5 South America Decorative Coatings Consumption Value (2019-2030)

4.6 Middle East and Africa Decorative Coatings Consumption Value (2019-2030)

## **5 MARKET SEGMENT BY TYPE**

5.1 Global Decorative Coatings Sales Quantity by Type (2019-2030)

5.2 Global Decorative Coatings Consumption Value by Type (2019-2030)

5.3 Global Decorative Coatings Average Price by Type (2019-2030)

## **6 MARKET SEGMENT BY APPLICATION**

6.1 Global Decorative Coatings Sales Quantity by Application (2019-2030)

6.2 Global Decorative Coatings Consumption Value by Application (2019-2030)

6.3 Global Decorative Coatings Average Price by Application (2019-2030)

## **7 NORTH AMERICA**

7.1 North America Decorative Coatings Sales Quantity by Type (2019-2030)

7.2 North America Decorative Coatings Sales Quantity by Application (2019-2030)

7.3 North America Decorative Coatings Market Size by Country

- 7.3.1 North America Decorative Coatings Sales Quantity by Country (2019-2030)
- 7.3.2 North America Decorative Coatings Consumption Value by Country (2019-2030)
- 7.3.3 United States Market Size and Forecast (2019-2030)
- 7.3.4 Canada Market Size and Forecast (2019-2030)
- 7.3.5 Mexico Market Size and Forecast (2019-2030)

## **8 EUROPE**

- 8.1 Europe Decorative Coatings Sales Quantity by Type (2019-2030)
- 8.2 Europe Decorative Coatings Sales Quantity by Application (2019-2030)
- 8.3 Europe Decorative Coatings Market Size by Country
  - 8.3.1 Europe Decorative Coatings Sales Quantity by Country (2019-2030)
  - 8.3.2 Europe Decorative Coatings Consumption Value by Country (2019-2030)
  - 8.3.3 Germany Market Size and Forecast (2019-2030)
  - 8.3.4 France Market Size and Forecast (2019-2030)
  - 8.3.5 United Kingdom Market Size and Forecast (2019-2030)
  - 8.3.6 Russia Market Size and Forecast (2019-2030)
  - 8.3.7 Italy Market Size and Forecast (2019-2030)

## **9 ASIA-PACIFIC**

- 9.1 Asia-Pacific Decorative Coatings Sales Quantity by Type (2019-2030)
- 9.2 Asia-Pacific Decorative Coatings Sales Quantity by Application (2019-2030)
- 9.3 Asia-Pacific Decorative Coatings Market Size by Region
  - 9.3.1 Asia-Pacific Decorative Coatings Sales Quantity by Region (2019-2030)
  - 9.3.2 Asia-Pacific Decorative Coatings Consumption Value by Region (2019-2030)
  - 9.3.3 China Market Size and Forecast (2019-2030)
  - 9.3.4 Japan Market Size and Forecast (2019-2030)
  - 9.3.5 Korea Market Size and Forecast (2019-2030)
  - 9.3.6 India Market Size and Forecast (2019-2030)
  - 9.3.7 Southeast Asia Market Size and Forecast (2019-2030)
  - 9.3.8 Australia Market Size and Forecast (2019-2030)

## **10 SOUTH AMERICA**

- 10.1 South America Decorative Coatings Sales Quantity by Type (2019-2030)
- 10.2 South America Decorative Coatings Sales Quantity by Application (2019-2030)
- 10.3 South America Decorative Coatings Market Size by Country
  - 10.3.1 South America Decorative Coatings Sales Quantity by Country (2019-2030)

10.3.2 South America Decorative Coatings Consumption Value by Country (2019-2030)

10.3.3 Brazil Market Size and Forecast (2019-2030)

10.3.4 Argentina Market Size and Forecast (2019-2030)

## **11 MIDDLE EAST & AFRICA**

11.1 Middle East & Africa Decorative Coatings Sales Quantity by Type (2019-2030)

11.2 Middle East & Africa Decorative Coatings Sales Quantity by Application (2019-2030)

11.3 Middle East & Africa Decorative Coatings Market Size by Country

11.3.1 Middle East & Africa Decorative Coatings Sales Quantity by Country (2019-2030)

11.3.2 Middle East & Africa Decorative Coatings Consumption Value by Country (2019-2030)

11.3.3 Turkey Market Size and Forecast (2019-2030)

11.3.4 Egypt Market Size and Forecast (2019-2030)

11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)

11.3.6 South Africa Market Size and Forecast (2019-2030)

## **12 MARKET DYNAMICS**

12.1 Decorative Coatings Market Drivers

12.2 Decorative Coatings Market Restraints

12.3 Decorative Coatings Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

## **13 RAW MATERIAL AND INDUSTRY CHAIN**

13.1 Raw Material of Decorative Coatings and Key Manufacturers

13.2 Manufacturing Costs Percentage of Decorative Coatings

13.3 Decorative Coatings Production Process

13.4 Decorative Coatings Industrial Chain

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

### 14.1 Sales Channel

#### 14.1.1 Direct to End-User

#### 14.1.2 Distributors

### 14.2 Decorative Coatings Typical Distributors

### 14.3 Decorative Coatings Typical Customers

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

### 16.1 Methodology

### 16.2 Research Process and Data Source

### 16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Decorative Coatings Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Decorative Coatings Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. PPG Industries Basic Information, Manufacturing Base and Competitors

Table 4. PPG Industries Major Business

Table 5. PPG Industries Decorative Coatings Product and Services

Table 6. PPG Industries Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. PPG Industries Recent Developments/Updates

Table 8. Sherwin-Williams Basic Information, Manufacturing Base and Competitors

Table 9. Sherwin-Williams Major Business

Table 10. Sherwin-Williams Decorative Coatings Product and Services

Table 11. Sherwin-Williams Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. Sherwin-Williams Recent Developments/Updates

Table 13. AkzoNobel Basic Information, Manufacturing Base and Competitors

Table 14. AkzoNobel Major Business

Table 15. AkzoNobel Decorative Coatings Product and Services

Table 16. AkzoNobel Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. AkzoNobel Recent Developments/Updates

Table 18. Nippon Paint and Valspar Basic Information, Manufacturing Base and Competitors

Table 19. Nippon Paint and Valspar Major Business

Table 20. Nippon Paint and Valspar Decorative Coatings Product and Services

Table 21. Nippon Paint and Valspar Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. Nippon Paint and Valspar Recent Developments/Updates

Table 23. Asian Paints Basic Information, Manufacturing Base and Competitors

Table 24. Asian Paints Major Business

Table 25. Asian Paints Decorative Coatings Product and Services

Table 26. Asian Paints Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

- Table 27. Asian Paints Recent Developments/Updates
- Table 28. Berger Paints Basic Information, Manufacturing Base and Competitors
- Table 29. Berger Paints Major Business
- Table 30. Berger Paints Decorative Coatings Product and Services
- Table 31. Berger Paints Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 32. Berger Paints Recent Developments/Updates
- Table 33. Cabot Basic Information, Manufacturing Base and Competitors
- Table 34. Cabot Major Business
- Table 35. Cabot Decorative Coatings Product and Services
- Table 36. Cabot Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 37. Cabot Recent Developments/Updates
- Table 38. DAW Basic Information, Manufacturing Base and Competitors
- Table 39. DAW Major Business
- Table 40. DAW Decorative Coatings Product and Services
- Table 41. DAW Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 42. DAW Recent Developments/Updates
- Table 43. Jotun Basic Information, Manufacturing Base and Competitors
- Table 44. Jotun Major Business
- Table 45. Jotun Decorative Coatings Product and Services
- Table 46. Jotun Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 47. Jotun Recent Developments/Updates
- Table 48. Masco Basic Information, Manufacturing Base and Competitors
- Table 49. Masco Major Business
- Table 50. Masco Decorative Coatings Product and Services
- Table 51. Masco Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 52. Masco Recent Developments/Updates
- Table 53. Benjamin Moore Basic Information, Manufacturing Base and Competitors
- Table 54. Benjamin Moore Major Business
- Table 55. Benjamin Moore Decorative Coatings Product and Services
- Table 56. Benjamin Moore Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 57. Benjamin Moore Recent Developments/Updates
- Table 58. Axalta Coating Systems Basic Information, Manufacturing Base and Competitors

- Table 59. Axalta Coating Systems Major Business
- Table 60. Axalta Coating Systems Decorative Coatings Product and Services
- Table 61. Axalta Coating Systems Decorative Coatings Sales Quantity (K MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 62. Axalta Coating Systems Recent Developments/Updates
- Table 63. Global Decorative Coatings Sales Quantity by Manufacturer (2019-2024) & (K MT)
- Table 64. Global Decorative Coatings Revenue by Manufacturer (2019-2024) & (USD Million)
- Table 65. Global Decorative Coatings Average Price by Manufacturer (2019-2024) & (USD/MT)
- Table 66. Market Position of Manufacturers in Decorative Coatings, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023
- Table 67. Head Office and Decorative Coatings Production Site of Key Manufacturer
- Table 68. Decorative Coatings Market: Company Product Type Footprint
- Table 69. Decorative Coatings Market: Company Product Application Footprint
- Table 70. Decorative Coatings New Market Entrants and Barriers to Market Entry
- Table 71. Decorative Coatings Mergers, Acquisition, Agreements, and Collaborations
- Table 72. Global Decorative Coatings Sales Quantity by Region (2019-2024) & (K MT)
- Table 73. Global Decorative Coatings Sales Quantity by Region (2025-2030) & (K MT)
- Table 74. Global Decorative Coatings Consumption Value by Region (2019-2024) & (USD Million)
- Table 75. Global Decorative Coatings Consumption Value by Region (2025-2030) & (USD Million)
- Table 76. Global Decorative Coatings Average Price by Region (2019-2024) & (USD/MT)
- Table 77. Global Decorative Coatings Average Price by Region (2025-2030) & (USD/MT)
- Table 78. Global Decorative Coatings Sales Quantity by Type (2019-2024) & (K MT)
- Table 79. Global Decorative Coatings Sales Quantity by Type (2025-2030) & (K MT)
- Table 80. Global Decorative Coatings Consumption Value by Type (2019-2024) & (USD Million)
- Table 81. Global Decorative Coatings Consumption Value by Type (2025-2030) & (USD Million)
- Table 82. Global Decorative Coatings Average Price by Type (2019-2024) & (USD/MT)
- Table 83. Global Decorative Coatings Average Price by Type (2025-2030) & (USD/MT)
- Table 84. Global Decorative Coatings Sales Quantity by Application (2019-2024) & (K MT)
- Table 85. Global Decorative Coatings Sales Quantity by Application (2025-2030) & (K

MT)

Table 86. Global Decorative Coatings Consumption Value by Application (2019-2024) & (USD Million)

Table 87. Global Decorative Coatings Consumption Value by Application (2025-2030) & (USD Million)

Table 88. Global Decorative Coatings Average Price by Application (2019-2024) & (USD/MT)

Table 89. Global Decorative Coatings Average Price by Application (2025-2030) & (USD/MT)

Table 90. North America Decorative Coatings Sales Quantity by Type (2019-2024) & (K MT)

Table 91. North America Decorative Coatings Sales Quantity by Type (2025-2030) & (K MT)

Table 92. North America Decorative Coatings Sales Quantity by Application (2019-2024) & (K MT)

Table 93. North America Decorative Coatings Sales Quantity by Application (2025-2030) & (K MT)

Table 94. North America Decorative Coatings Sales Quantity by Country (2019-2024) & (K MT)

Table 95. North America Decorative Coatings Sales Quantity by Country (2025-2030) & (K MT)

Table 96. North America Decorative Coatings Consumption Value by Country (2019-2024) & (USD Million)

Table 97. North America Decorative Coatings Consumption Value by Country (2025-2030) & (USD Million)

Table 98. Europe Decorative Coatings Sales Quantity by Type (2019-2024) & (K MT)

Table 99. Europe Decorative Coatings Sales Quantity by Type (2025-2030) & (K MT)

Table 100. Europe Decorative Coatings Sales Quantity by Application (2019-2024) & (K MT)

Table 101. Europe Decorative Coatings Sales Quantity by Application (2025-2030) & (K MT)

Table 102. Europe Decorative Coatings Sales Quantity by Country (2019-2024) & (K MT)

Table 103. Europe Decorative Coatings Sales Quantity by Country (2025-2030) & (K MT)

Table 104. Europe Decorative Coatings Consumption Value by Country (2019-2024) & (USD Million)

Table 105. Europe Decorative Coatings Consumption Value by Country (2025-2030) & (USD Million)



Table 106. Asia-Pacific Decorative Coatings Sales Quantity by Type (2019-2024) & (K MT)

Table 107. Asia-Pacific Decorative Coatings Sales Quantity by Type (2025-2030) & (K MT)

Table 108. Asia-Pacific Decorative Coatings Sales Quantity by Application (2019-2024) & (K MT)

Table 109. Asia-Pacific Decorative Coatings Sales Quantity by Application (2025-2030) & (K MT)

Table 110. Asia-Pacific Decorative Coatings Sales Quantity by Region (2019-2024) & (K MT)

Table 111. Asia-Pacific Decorative Coatings Sales Quantity by Region (2025-2030) & (K MT)

Table 112. Asia-Pacific Decorative Coatings Consumption Value by Region (2019-2024) & (USD Million)

Table 113. Asia-Pacific Decorative Coatings Consumption Value by Region (2025-2030) & (USD Million)

Table 114. South America Decorative Coatings Sales Quantity by Type (2019-2024) & (K MT)

Table 115. South America Decorative Coatings Sales Quantity by Type (2025-2030) & (K MT)

Table 116. South America Decorative Coatings Sales Quantity by Application (2019-2024) & (K MT)

Table 117. South America Decorative Coatings Sales Quantity by Application (2025-2030) & (K MT)

Table 118. South America Decorative Coatings Sales Quantity by Country (2019-2024) & (K MT)

Table 119. South America Decorative Coatings Sales Quantity by Country (2025-2030) & (K MT)

Table 120. South America Decorative Coatings Consumption Value by Country (2019-2024) & (USD Million)

Table 121. South America Decorative Coatings Consumption Value by Country (2025-2030) & (USD Million)

Table 122. Middle East & Africa Decorative Coatings Sales Quantity by Type (2019-2024) & (K MT)

Table 123. Middle East & Africa Decorative Coatings Sales Quantity by Type (2025-2030) & (K MT)

Table 124. Middle East & Africa Decorative Coatings Sales Quantity by Application (2019-2024) & (K MT)

Table 125. Middle East & Africa Decorative Coatings Sales Quantity by Application

(2025-2030) & (K MT)

Table 126. Middle East & Africa Decorative Coatings Sales Quantity by Region

(2019-2024) & (K MT)

Table 127. Middle East & Africa Decorative Coatings Sales Quantity by Region

(2025-2030) & (K MT)

Table 128. Middle East & Africa Decorative Coatings Consumption Value by Region

(2019-2024) & (USD Million)

Table 129. Middle East & Africa Decorative Coatings Consumption Value by Region

(2025-2030) & (USD Million)

Table 130. Decorative Coatings Raw Material

Table 131. Key Manufacturers of Decorative Coatings Raw Materials

Table 132. Decorative Coatings Typical Distributors

Table 133. Decorative Coatings Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Decorative Coatings Picture

Figure 2. Global Decorative Coatings Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Decorative Coatings Consumption Value Market Share by Type in 2023

Figure 4. Primer Examples

Figure 5. Enamel Examples

Figure 6. Emulsions Examples

Figure 7. Global Decorative Coatings Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Figure 8. Global Decorative Coatings Consumption Value Market Share by Application in 2023

Figure 9. Residential Examples

Figure 10. Commercial Examples

Figure 11. Others Examples

Figure 12. Global Decorative Coatings Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 13. Global Decorative Coatings Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 14. Global Decorative Coatings Sales Quantity (2019-2030) & (K MT)

Figure 15. Global Decorative Coatings Average Price (2019-2030) & (USD/MT)

Figure 16. Global Decorative Coatings Sales Quantity Market Share by Manufacturer in 2023

Figure 17. Global Decorative Coatings Consumption Value Market Share by Manufacturer in 2023

Figure 18. Producer Shipments of Decorative Coatings by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 19. Top 3 Decorative Coatings Manufacturer (Consumption Value) Market Share in 2023

Figure 20. Top 6 Decorative Coatings Manufacturer (Consumption Value) Market Share in 2023

Figure 21. Global Decorative Coatings Sales Quantity Market Share by Region (2019-2030)

Figure 22. Global Decorative Coatings Consumption Value Market Share by Region (2019-2030)

Figure 23. North America Decorative Coatings Consumption Value (2019-2030) & (USD Million)

Figure 24. Europe Decorative Coatings Consumption Value (2019-2030) & (USD Million)

Figure 25. Asia-Pacific Decorative Coatings Consumption Value (2019-2030) & (USD Million)

Figure 26. South America Decorative Coatings Consumption Value (2019-2030) & (USD Million)

Figure 27. Middle East & Africa Decorative Coatings Consumption Value (2019-2030) & (USD Million)

Figure 28. Global Decorative Coatings Sales Quantity Market Share by Type (2019-2030)

Figure 29. Global Decorative Coatings Consumption Value Market Share by Type (2019-2030)

Figure 30. Global Decorative Coatings Average Price by Type (2019-2030) & (USD/MT)

Figure 31. Global Decorative Coatings Sales Quantity Market Share by Application (2019-2030)

Figure 32. Global Decorative Coatings Consumption Value Market Share by Application (2019-2030)

Figure 33. Global Decorative Coatings Average Price by Application (2019-2030) & (USD/MT)

Figure 34. North America Decorative Coatings Sales Quantity Market Share by Type (2019-2030)

Figure 35. North America Decorative Coatings Sales Quantity Market Share by Application (2019-2030)

Figure 36. North America Decorative Coatings Sales Quantity Market Share by Country (2019-2030)

Figure 37. North America Decorative Coatings Consumption Value Market Share by Country (2019-2030)

Figure 38. United States Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 39. Canada Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 40. Mexico Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 41. Europe Decorative Coatings Sales Quantity Market Share by Type (2019-2030)

Figure 42. Europe Decorative Coatings Sales Quantity Market Share by Application (2019-2030)

Figure 43. Europe Decorative Coatings Sales Quantity Market Share by Country (2019-2030)

Figure 44. Europe Decorative Coatings Consumption Value Market Share by Country (2019-2030)

Figure 45. Germany Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 46. France Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 47. United Kingdom Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 48. Russia Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 49. Italy Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 50. Asia-Pacific Decorative Coatings Sales Quantity Market Share by Type (2019-2030)

Figure 51. Asia-Pacific Decorative Coatings Sales Quantity Market Share by Application (2019-2030)

Figure 52. Asia-Pacific Decorative Coatings Sales Quantity Market Share by Region (2019-2030)

Figure 53. Asia-Pacific Decorative Coatings Consumption Value Market Share by Region (2019-2030)

Figure 54. China Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 55. Japan Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 56. Korea Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 57. India Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 58. Southeast Asia Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 59. Australia Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 60. South America Decorative Coatings Sales Quantity Market Share by Type (2019-2030)

Figure 61. South America Decorative Coatings Sales Quantity Market Share by Application (2019-2030)

Figure 62. South America Decorative Coatings Sales Quantity Market Share by Country

(2019-2030)

Figure 63. South America Decorative Coatings Consumption Value Market Share by Country (2019-2030)

Figure 64. Brazil Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 65. Argentina Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 66. Middle East & Africa Decorative Coatings Sales Quantity Market Share by Type (2019-2030)

Figure 67. Middle East & Africa Decorative Coatings Sales Quantity Market Share by Application (2019-2030)

Figure 68. Middle East & Africa Decorative Coatings Sales Quantity Market Share by Region (2019-2030)

Figure 69. Middle East & Africa Decorative Coatings Consumption Value Market Share by Region (2019-2030)

Figure 70. Turkey Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 71. Egypt Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 72. Saudi Arabia Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 73. South Africa Decorative Coatings Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 74. Decorative Coatings Market Drivers

Figure 75. Decorative Coatings Market Restraints

Figure 76. Decorative Coatings Market Trends

Figure 77. Porters Five Forces Analysis

Figure 78. Manufacturing Cost Structure Analysis of Decorative Coatings in 2023

Figure 79. Manufacturing Process Analysis of Decorative Coatings

Figure 80. Decorative Coatings Industrial Chain

Figure 81. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 82. Direct Channel Pros & Cons

Figure 83. Indirect Channel Pros & Cons

Figure 84. Methodology

Figure 85. Research Process and Data Source

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