

# Global Effect Pigments for Automotive Coating Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Effect Pigments for Automotive Coating market size was valued at US\$ 1293 million in 2025 and is forecast to a readjusted size of US\$ 1638 million by 2032 with a CAGR of 3.4% during review period.

In 2025, global Effect Pigments for Automotive Coating production reached approximately 83.8 kilotons with an average global market price of around k US\$15 per unit. Single-line annual production capacity averages 4,000 tons with a gross margin of approximately 35-40%. The upstream of Effect Pigments for Automotive Coating encompasses organic synthetic materials, special functional additives, and other related products, which are primarily concentrated in the field of new chemical materials. The downstream applications are predominantly in Original Equipment Manufacturer (OEM) automotive coatings, accounting for approximately 70% of the market, with minor shares in repair coatings and automotive parts coatings at around 15% and 10% respectively, and 5% in other fields. The growth in demand is attributed to the increasing demand for personalized and high-performance coatings in the automotive industry, with business opportunities lying in the development of innovative products that meet environmental protection and durability requirements.

Effect Pigments designed for Automotive Coating are engineered to enhance the aesthetic appeal and performance of vehicle finishes, offering a spectrum of unique visual effects that range from deep metallic sheens to vibrant iridescent finishes. These pigments are meticulously formulated to ensure durability, resistance to environmental factors, and optimal adhesion to various automotive substrates. They contribute to the creation of finishes that are not only visually striking but also provide enhanced

protection against UV radiation, chemical corrosion, and physical damage, thereby extending the lifespan of the coating. The pigments also play a crucial role in maintaining the vehicle's appearance over time, ensuring that the coat remains vibrant and attractive even under harsh weather conditions.

This report is a detailed and comprehensive analysis for global Effect Pigments for Automotive Coating 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 Effect Pigments for Automotive Coating market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (K US\$/Ton), 2021-2032

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

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

Global Effect Pigments for Automotive Coating market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (K 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 Effect Pigments for Automotive Coating

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 Effect Pigments for Automotive Coating 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 BASF, PPG, Eckart (ALTANA), Schlenk, Merck, DIC Corporation, Silberline, Sun Chemical, Shepherd Color, VIAVI, etc.

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

## **Market Segmentation**

Effect Pigments for Automotive Coating 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

- Metallic Effect Pigment

- Pearlescent Effect Pigments

### Market segment by Chemical Composition

- Silverdollar Effect Pigments

- Aluminium Effect Pigments

### Market segment by Application

- Automotive OEM

- Refinish

- Automotive Components

- Others

## Major players covered

BASF

PPG

Eckart (ALTANA)

Schlenk

Merck

DIC Corporation

Silberline

Sun Chemical

Shepherd Color

VIAVI

Kansai Paint

CQV

Sudarshan

Fujian Kuncai Material Technology

Guangxi Chesir Pearl Material

Hebei Oxen New Materials

Zhejiang Ruicheng New Materials

Hangzhou Phobor Technology

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 Effect Pigments for Automotive Coating product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Effect Pigments for Automotive Coating, with price, sales quantity, revenue, and global market share of Effect Pigments for Automotive Coating from 2021 to 2026.

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

Chapter 4, the Effect Pigments for Automotive Coating 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 Effect Pigments for Automotive Coating 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 Effect Pigments for Automotive Coating.

Chapter 14 and 15, to describe Effect Pigments for Automotive Coating sales channel, distributors, customers, research findings and conclusion.

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