

Global Electrophoretic Paint Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Electrophoretic Paint market size is expected to reach \$ 6765 million by 2032, rising at a market growth of 4.5% CAGR during the forecast period (2026-2032). Global electrophoretic paint production is expected to reach 1,500.3 Kilotons in 2024, with an average selling price of US\$ 3,133 per ton, a production capacity of 1,667 Kilotons, and a gross profit margin of approximately 32.9%.

Electrophoretic paint, also known as electrophoretic coating. As the defects of conventional spraying continue to emerge, electrophoresis has become more and more popular. Electrophoretic paint has also begun to be continuously updated, from anodic electrophoretic paint to cathodic electrophoretic paint, from single-component electrophoretic paint to two-component electrophoretic paint. The development of electrophoretic paint has also promoted the development of electrophoretic coating, so that more products no longer use spraying technology but use electrophoresis. The electrophoretic coating process involves four chemical and physical changes: electrolysis, electrophoresis, electrodeposition and electroosmosis. During the electrophoretic process, charged colloidal particles move to the oppositely charged electrode under the action of a DC electric field and are deposited on the electrode surface to form a coating film. Since electrophoretic coating uses water-soluble or water-dispersible ionic polymers as film-forming materials, almost no harmful solvents are volatilized during the coating process, which is environmentally friendly.

Major raw materials include resins, solvents, additives, pigments, and fillers, with the chemical industry being its primary upstream sector. This industry is highly specialized and competitive, with product costs strongly correlated with crude oil prices. While market supply is ample, prices fluctuate to varying degrees due to fluctuations in crude oil prices.

Downstream industries include the automotive industry as well as non-automotive sectors, including construction machinery, motorcycles, hardware, and home appliances. These industries are highly correlated with the macroeconomy and exhibit pronounced cyclical characteristics. International giants hold a strong position in the field of electrophoretic paint, especially automotive OEM coatings. The six major companies, including BASF, PPG, Axalta, Nippon Paint, Kansai Paint, and KCC Corporation, hold a market share of more than 80% in automotive electrophoretic paint, especially in the field of passenger car electrophoretic paint, where they hold a monopoly.

Currently, the world is placing significant emphasis on the research, development, and promotion of new coatings to minimize harmful emissions and human toxicity, with a particular emphasis on low-VOC coatings. Electrophoretic paints are evolving from traditional water-based and low-VOC coatings to more stringent, full-process environmental protection and resource-saving requirements. On the one hand, national and local standards for VOC, hazardous chemicals, and emissions control in coatings and paint shops are continuously tightening, driving electrophoretic coating formulations toward higher solids content and lower volatile organic compounds (VOCs). This is also prompting manufacturers to implement green alternatives in formulations, additives, and pre-treatments to meet compliance requirements (China's national and technical standards for VOC control in coatings are constantly being updated). On the other hand, operational carbon and water footprints, wastewater/sludge treatment, and resource utilization have become dual concerns for cost and compliance. Manufacturers and coating plants are introducing more efficient wastewater treatment, electrocoagulation/membrane separation, and mineral-carbon composite curing technologies to reduce pollutant emissions and disposal costs. They are also promoting low-energy curing solutions (such as low-temperature curing or widening the curing window to reduce drying tunnel energy consumption), achieving a transition from simple 'emission reduction' to 'closed-loop resource utilization' and low-carbon operations and maintenance.

Currently, downstream customers in the industry are demanding higher economic efficiency for coating products in order to reduce overall coating costs. To meet these demands, coating manufacturers are continuously exploring methods such as lowering coating baking temperatures, reducing heating loss, improving coating processes, and reducing coating usage during the coating process. Currently, electrophoretic coating companies are seeking to reduce coating baking temperatures to around 140-150°C or even lower by improving formulations, thereby achieving energy savings and reducing

consumption.

Coatings companies have gradually shifted from a product-oriented to a customer-oriented approach. In the competitive landscape of the coatings market, the key to gaining a competitive advantage lies in reducing costs while ensuring high quality, and improving performance at the same cost. This has also become a driving force behind the continuous upgrading of coatings products. Key research and development areas for cathodic electrophoretic coatings include improving throwability, enhancing edge protection, enhancing appearance, and reducing coating costs.

This report studies the global Electrophoretic Paint production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Electrophoretic Paint total production and demand, 2021-2032, (Kilotons)

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

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

Global Electrophoretic Paint consumption by region & country, CAGR, 2021-2032 & (Kilotons)

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

Global Electrophoretic Paint production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Electrophoretic Paint production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Electrophoretic Paint production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Electrophoretic 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 PPG Industries, BASF, Axalta, Nippon Paint,

Kansai Paint, Xiangjiang Kansai, Sherwin-Williams, Haolisen, KCC Corporation, Kinlita, 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 Electrophoretic Paint market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kilotons) 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 Electrophoretic Paint Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Electrophoretic Paint Market, Segmentation by Type:

Epoxy

Acrylic

Others

Global Electrophoretic Paint Market, Segmentation by Application:

Auto Body

Auto Parts

Two- and three-wheels

Hardware

Home Appliances

Construction Machinery

Others

Companies Profiled:

PPG Industries

BASF

Axalta

Nippon Paint

Kansai Paint

Xiangjiang Kansai

Sherwin-Williams

Haolisen

KCC Corporation

Kinlita

Kodest

Modine

Shimizu

Daoqum

Tatung Fine Chemicals

Key Questions Answered:

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

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