

Global Indoor Water-based Paint Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Indoor Water-based Paint market size is expected to reach \$ 41319 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

Indoor Water-based Paint refers to decorative and protective coatings for indoor building surfaces in which water is used as the main dispersion medium. The category mainly includes interior latex paint, waterborne acrylic wall paint, water-based emulsion paint, water-based wood paint, low-VOC interior paint, odorless interior paint, antibacterial interior paint, anti-mold interior paint, stain-resistant wall paint and children's room paint. These products are mainly applied to interior walls, ceilings, plaster, gypsum board, concrete, masonry, wood trim, interior doors and decorative panels. In this report, the market mainly includes residential interior wall paint, commercial interior wall paint, water-based ceiling paint, water-based primer, water-based interior topcoat, water-based decorative finish and functional interior water-based coatings. The 2025 benchmark ASP is US\$2,192 / ton, sales volume is 13,000.00 k tons, and average gross margin is 41%. The volume conversion is based on an estimated indoor water-based paint density of 1.30 kg/L. The upstream industry chain includes acrylic emulsion, styrene-acrylic emulsion, vinyl acetate emulsion, titanium dioxide, calcium carbonate, talc, kaolin, pigments, dispersants, defoamers, thickeners, preservatives, biocides, anti-mold agents, water-based additives, packaging pails and colorants. The midstream includes formulation design, raw material dispersion, grinding, let-down, tinting, filtration, filling, quality testing, VOC testing, scrub resistance testing, hiding power testing, color matching and packaging. The downstream includes paint retailers, home improvement stores, decoration companies, contractors, residential homeowners, commercial property owners, schools, hospitals, offices, hotels and public building renovation projects.

Indoor water-based paint is benefiting from the shift from solvent-based decorative coatings to low-odor, low-VOC and environmentally friendly interior coatings. Residential renovation, urban housing upgrades, commercial fit-out, school and hospital refurbishment, and stricter indoor air quality awareness are the main growth drivers. Consumers increasingly prefer paints with low odor, quick drying, easy water cleanup, stain resistance, anti-mold performance, antibacterial claims and child-safe positioning. At the same time, professional contractors and property owners focus on hiding power, scrub resistance, application efficiency, tinting stability, drying time and total project cost. The market is highly competitive because large global brands, regional decorative paint leaders and local Chinese brands all compete in interior wall paint. Price pressure is strong in standard latex paint, while higher margins are found in premium low-VOC, odorless, antibacterial, formaldehyde-removal, washable, children's room and designer color products. Future competition will focus on ultra-low VOC formulas, bio-based binders, formaldehyde reduction claims, antimicrobial coatings, improved stain resistance, digital color matching, online retail, contractor service ecosystems and sustainable packaging.

This report studies the global Indoor Water-based Paint production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Indoor Water-based Paint total production and demand, 2021-2032, (Kilotons)

Global Indoor Water-based Paint total production value, 2021-2032, (USD Million)

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

Global Indoor Water-based Paint consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Indoor Water-based Paint domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Indoor Water-based 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 Sherwin-Williams, PPG Industries, AkzoNobel, Nippon Paint Holdings, VALPAINT, 3Trees Group, Tikkurila, Carpoly Chemical Group, Asian Paints, Jotun, 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 Indoor Water-based 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 Indoor Water-based Paint Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Indoor Water-based Paint Market, Segmentation by Type:

Natural Water-based Paint

Synthetic Water-based Paint

Global Indoor Water-based Paint Market, Segmentation by Function:

Low-VOC Interior Paint

Odorless Interior Paint

Anti-Mold Interior Paint

Stain-Resistant Interior Paint

Global Indoor Water-based Paint Market, Segmentation by Resin Type:

Acrylic Emulsion Type

Styrene-Acrylic Type

Vinyl Acetate Type

Water-based PU Type

Global Indoor Water-based Paint Market, Segmentation by Application:

Residential Buildings

Commercial Buildings

Renovation & Repainting

Companies Profiled:

Sherwin-Williams

PPG Industries

AkzoNobel

Nippon Paint Holdings

VALPAINT

3Trees Group

Tikkurila

Carpoly Chemical Group

Asian Paints

Jotun

Hempel

Benjamin Moore

RPM International

DAW SE

Kansai Paint

Yip's Chemical Holdings

Asia Cuanon

China Resources Paint

Key Questions Answered:

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

Contents

1 SUPPLY SUMMARY

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

2 DEMAND SUMMARY

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

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Indoor Water-based Paint Production Value by Manufacturer (2021-2026)

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

4.4.2 United States Based Manufacturers Indoor Water-based Paint Production Value (2021-2026)

4.4.3 United States Based Manufacturers Indoor Water-based Paint Production (2021-2026)

4.5 China Based Indoor Water-based Paint Manufacturers and Market Share

4.5.1 China Based Indoor Water-based Paint Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Indoor Water-based Paint Production Value (2021-2026)

4.5.3 China Based Manufacturers Indoor Water-based Paint Production (2021-2026)

4.6 Rest of World Based Indoor Water-based Paint Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Indoor Water-based Paint Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Indoor Water-based Paint Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Indoor Water-based Paint Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Indoor Water-based Paint Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Natural Water-based Paint

5.2.2 Synthetic Water-based Paint

5.3 Market Segment by Type

5.3.1 World Indoor Water-based Paint Production by Type (2021-2032)

5.3.2 World Indoor Water-based Paint Production Value by Type (2021-2032)

5.3.3 World Indoor Water-based Paint Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY FUNCTION

6.1 World Indoor Water-based Paint Market Size Overview by Function: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Function

6.2.1 Low-VOC Interior Paint

6.2.2 Odorless Interior Paint

6.2.3 Anti-Mold Interior Paint

6.2.4 Stain-Resistant Interior Paint

6.3 Market Segment by Function

6.3.1 World Indoor Water-based Paint Production by Function (2021-2032)

6.3.2 World Indoor Water-based Paint Production Value by Function (2021-2032)

6.3.3 World Indoor Water-based Paint Average Price by Function (2021-2032)

7 MARKET ANALYSIS BY RESIN TYPE

7.1 World Indoor Water-based Paint Market Size Overview by Resin Type: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Resin Type

7.2.1 Acrylic Emulsion Type

7.2.2 Styrene-Acrylic Type

7.2.3 Vinyl Acetate Type

7.2.4 Water-based PU Type

7.3 Market Segment by Resin Type

7.3.1 World Indoor Water-based Paint Production by Resin Type (2021-2032)

7.3.2 World Indoor Water-based Paint Production Value by Resin Type (2021-2032)

7.3.3 World Indoor Water-based Paint Average Price by Resin Type (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Indoor Water-based Paint Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Residential Buildings

8.2.2 Commercial Buildings

8.2.3 Renovation & Repainting

8.3 Market Segment by Application

8.3.1 World Indoor Water-based Paint Production by Application (2021-2032)

8.3.2 World Indoor Water-based Paint Production Value by Application (2021-2032)

8.3.3 World Indoor Water-based Paint Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Sherwin-Williams

9.1.1 Sherwin-Williams Details

9.1.2 Sherwin-Williams Major Business

9.1.3 Sherwin-Williams Indoor Water-based Paint Product and Services

9.1.4 Sherwin-Williams Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Sherwin-Williams Recent Developments/Updates

9.1.6 Sherwin-Williams Competitive Strengths & Weaknesses

9.2 PPG Industries

9.2.1 PPG Industries Details

9.2.2 PPG Industries Major Business

9.2.3 PPG Industries Indoor Water-based Paint Product and Services

9.2.4 PPG Industries Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 PPG Industries Recent Developments/Updates

9.2.6 PPG Industries Competitive Strengths & Weaknesses

9.3 AkzoNobel

9.3.1 AkzoNobel Details

9.3.2 AkzoNobel Major Business

9.3.3 AkzoNobel Indoor Water-based Paint Product and Services

9.3.4 AkzoNobel Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 AkzoNobel Recent Developments/Updates

9.3.6 AkzoNobel Competitive Strengths & Weaknesses

9.4 Nippon Paint Holdings

9.4.1 Nippon Paint Holdings Details

9.4.2 Nippon Paint Holdings Major Business

9.4.3 Nippon Paint Holdings Indoor Water-based Paint Product and Services

9.4.4 Nippon Paint Holdings Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Nippon Paint Holdings Recent Developments/Updates

9.4.6 Nippon Paint Holdings Competitive Strengths & Weaknesses

9.5 VALPAINT

9.5.1 VALPAINT Details

9.5.2 VALPAINT Major Business

9.5.3 VALPAINT Indoor Water-based Paint Product and Services

9.5.4 VALPAINT Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 VALPAINT Recent Developments/Updates

9.5.6 VALPAINT Competitive Strengths & Weaknesses

9.6 3Trees Group

9.6.1 3Trees Group Details

9.6.2 3Trees Group Major Business

- 9.6.3 3Trees Group Indoor Water-based Paint Product and Services
- 9.6.4 3Trees Group Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.6.5 3Trees Group Recent Developments/Updates
- 9.6.6 3Trees Group Competitive Strengths & Weaknesses
- 9.7 Tikkurila
 - 9.7.1 Tikkurila Details
 - 9.7.2 Tikkurila Major Business
 - 9.7.3 Tikkurila Indoor Water-based Paint Product and Services
 - 9.7.4 Tikkurila Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Tikkurila Recent Developments/Updates
 - 9.7.6 Tikkurila Competitive Strengths & Weaknesses
- 9.8 Carpoly Chemical Group
 - 9.8.1 Carpoly Chemical Group Details
 - 9.8.2 Carpoly Chemical Group Major Business
 - 9.8.3 Carpoly Chemical Group Indoor Water-based Paint Product and Services
 - 9.8.4 Carpoly Chemical Group Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Carpoly Chemical Group Recent Developments/Updates
 - 9.8.6 Carpoly Chemical Group Competitive Strengths & Weaknesses
- 9.9 Asian Paints
 - 9.9.1 Asian Paints Details
 - 9.9.2 Asian Paints Major Business
 - 9.9.3 Asian Paints Indoor Water-based Paint Product and Services
 - 9.9.4 Asian Paints Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Asian Paints Recent Developments/Updates
 - 9.9.6 Asian Paints Competitive Strengths & Weaknesses
- 9.10 Jotun
 - 9.10.1 Jotun Details
 - 9.10.2 Jotun Major Business
 - 9.10.3 Jotun Indoor Water-based Paint Product and Services
 - 9.10.4 Jotun Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Jotun Recent Developments/Updates
 - 9.10.6 Jotun Competitive Strengths & Weaknesses
- 9.11 Hempel
 - 9.11.1 Hempel Details

- 9.11.2 Hempel Major Business
- 9.11.3 Hempel Indoor Water-based Paint Product and Services
- 9.11.4 Hempel Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.11.5 Hempel Recent Developments/Updates
- 9.11.6 Hempel Competitive Strengths & Weaknesses
- 9.12 Benjamin Moore
 - 9.12.1 Benjamin Moore Details
 - 9.12.2 Benjamin Moore Major Business
 - 9.12.3 Benjamin Moore Indoor Water-based Paint Product and Services
 - 9.12.4 Benjamin Moore Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Benjamin Moore Recent Developments/Updates
 - 9.12.6 Benjamin Moore Competitive Strengths & Weaknesses
- 9.13 RPM International
 - 9.13.1 RPM International Details
 - 9.13.2 RPM International Major Business
 - 9.13.3 RPM International Indoor Water-based Paint Product and Services
 - 9.13.4 RPM International Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.13.5 RPM International Recent Developments/Updates
 - 9.13.6 RPM International Competitive Strengths & Weaknesses
- 9.14 DAW SE
 - 9.14.1 DAW SE Details
 - 9.14.2 DAW SE Major Business
 - 9.14.3 DAW SE Indoor Water-based Paint Product and Services
 - 9.14.4 DAW SE Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 DAW SE Recent Developments/Updates
 - 9.14.6 DAW SE Competitive Strengths & Weaknesses
- 9.15 Kansai Paint
 - 9.15.1 Kansai Paint Details
 - 9.15.2 Kansai Paint Major Business
 - 9.15.3 Kansai Paint Indoor Water-based Paint Product and Services
 - 9.15.4 Kansai Paint Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.15.5 Kansai Paint Recent Developments/Updates
 - 9.15.6 Kansai Paint Competitive Strengths & Weaknesses
- 9.16 Yip's Chemical Holdings

- 9.16.1 Yip's Chemical Holdings Details
- 9.16.2 Yip's Chemical Holdings Major Business
- 9.16.3 Yip's Chemical Holdings Indoor Water-based Paint Product and Services
- 9.16.4 Yip's Chemical Holdings Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.16.5 Yip's Chemical Holdings Recent Developments/Updates
- 9.16.6 Yip's Chemical Holdings Competitive Strengths & Weaknesses
- 9.17 Asia Cuanon
 - 9.17.1 Asia Cuanon Details
 - 9.17.2 Asia Cuanon Major Business
 - 9.17.3 Asia Cuanon Indoor Water-based Paint Product and Services
 - 9.17.4 Asia Cuanon Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.17.5 Asia Cuanon Recent Developments/Updates
 - 9.17.6 Asia Cuanon Competitive Strengths & Weaknesses
- 9.18 China Resources Paint
 - 9.18.1 China Resources Paint Details
 - 9.18.2 China Resources Paint Major Business
 - 9.18.3 China Resources Paint Indoor Water-based Paint Product and Services
 - 9.18.4 China Resources Paint Indoor Water-based Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.18.5 China Resources Paint Recent Developments/Updates
 - 9.18.6 China Resources Paint Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Indoor Water-based Paint Industry Chain
- 10.2 Indoor Water-based Paint Upstream Analysis
 - 10.2.1 Indoor Water-based Paint Core Raw Materials
 - 10.2.2 Main Manufacturers of Indoor Water-based Paint Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Indoor Water-based Paint Production Mode
- 10.6 Indoor Water-based Paint Procurement Model
- 10.7 Indoor Water-based Paint Industry Sales Model and Sales Channels
 - 10.7.1 Indoor Water-based Paint Sales Model
 - 10.7.2 Indoor Water-based Paint Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Indoor Water-based Paint Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Indoor Water-based Paint Production Value by Region (2021-2026) & (USD Million)

Table 3. World Indoor Water-based Paint Production Value by Region (2027-2032) & (USD Million)

Table 4. World Indoor Water-based Paint Production Value Market Share by Region (2021-2026)

Table 5. World Indoor Water-based Paint Production Value Market Share by Region (2027-2032)

Table 6. World Indoor Water-based Paint Production by Region (2021-2026) & (Kilotons)

Table 7. World Indoor Water-based Paint Production by Region (2027-2032) & (Kilotons)

Table 8. World Indoor Water-based Paint Production Market Share by Region (2021-2026)

Table 9. World Indoor Water-based Paint Production Market Share by Region (2027-2032)

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

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

Table 12. Indoor Water-based Paint Major Market Trends

Table 13. World Indoor Water-based Paint Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Kilotons)

Table 14. World Indoor Water-based Paint Consumption by Region (2021-2026) & (Kilotons)

Table 15. World Indoor Water-based Paint Consumption Forecast by Region (2027-2032) & (Kilotons)

Table 16. World Indoor Water-based Paint Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Indoor Water-based Paint Producers in 2025

Table 18. World Indoor Water-based Paint Production by Manufacturer (2021-2026) & (Kilotons)

Table 19. Production Market Share of Key Indoor Water-based Paint Producers in 2025

Table 20. World Indoor Water-based Paint Average Price by Manufacturer (2021-2026) & (US\$/Ton)

Table 21. Global Indoor Water-based Paint Company Evaluation Quadrant

Table 22. World Indoor Water-based Paint Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Indoor Water-based Paint Production Site of Key Manufacturer

Table 24. Indoor Water-based Paint Market: Company Product Type Footprint

Table 25. Indoor Water-based Paint Market: Company Product Application Footprint

Table 26. Indoor Water-based Paint Competitive Factors

Table 27. Indoor Water-based Paint New Entrant and Capacity Expansion Plans

Table 28. Indoor Water-based Paint Mergers & Acquisitions Activity

Table 29. United States VS China Indoor Water-based Paint Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Indoor Water-based Paint Production Comparison, (2021 & 2025 & 2032) & (Kilotons)

Table 31. United States VS China Indoor Water-based Paint Consumption Comparison, (2021 & 2025 & 2032) & (Kilotons)

Table 32. United States Based Indoor Water-based Paint Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Indoor Water-based Paint Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Indoor Water-based Paint Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Indoor Water-based Paint Production (2021-2026) & (Kilotons)

Table 36. United States Based Manufacturers Indoor Water-based Paint Production Market Share (2021-2026)

Table 37. China Based Indoor Water-based Paint Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Indoor Water-based Paint Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Indoor Water-based Paint Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Indoor Water-based Paint Production, (2021-2026) & (Kilotons)

Table 41. China Based Manufacturers Indoor Water-based Paint Production Market Share (2021-2026)

Table 42. Rest of World Based Indoor Water-based Paint Manufacturers, Headquarters and Production Site (State, Country)

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

Table 44. Rest of World Based Manufacturers Indoor Water-based Paint Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Indoor Water-based Paint Production, (2021-2026) & (Kilotons)

Table 46. Rest of World Based Manufacturers Indoor Water-based Paint Production Market Share (2021-2026)

Table 47. World Indoor Water-based Paint Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Indoor Water-based Paint Production by Type (2021-2026) & (Kilotons)

Table 49. World Indoor Water-based Paint Production by Type (2027-2032) & (Kilotons)

Table 50. World Indoor Water-based Paint Production Value by Type (2021-2026) & (USD Million)

Table 51. World Indoor Water-based Paint Production Value by Type (2027-2032) & (USD Million)

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

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

Table 54. World Indoor Water-based Paint Production Value by Function, (USD Million), 2021 & 2025 & 2032

Table 55. World Indoor Water-based Paint Production by Function (2021-2026) & (Kilotons)

Table 56. World Indoor Water-based Paint Production by Function (2027-2032) & (Kilotons)

Table 57. World Indoor Water-based Paint Production Value by Function (2021-2026) & (USD Million)

Table 58. World Indoor Water-based Paint Production Value by Function (2027-2032) & (USD Million)

Table 59. World Indoor Water-based Paint Average Price by Function (2021-2026) & (US\$/Ton)

Table 60. World Indoor Water-based Paint Average Price by Function (2027-2032) & (US\$/Ton)

Table 61. World Indoor Water-based Paint Production Value by Resin Type, (USD Million), 2021 & 2025 & 2032

Table 62. World Indoor Water-based Paint Production by Resin Type (2021-2026) &

(Kilotons)

Table 63. World Indoor Water-based Paint Production by Resin Type (2027-2032) & (Kilotons)

Table 64. World Indoor Water-based Paint Production Value by Resin Type (2021-2026) & (USD Million)

Table 65. World Indoor Water-based Paint Production Value by Resin Type (2027-2032) & (USD Million)

Table 66. World Indoor Water-based Paint Average Price by Resin Type (2021-2026) & (US\$/Ton)

Table 67. World Indoor Water-based Paint Average Price by Resin Type (2027-2032) & (US\$/Ton)

Table 68. World Indoor Water-based Paint Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Indoor Water-based Paint Production by Application (2021-2026) & (Kilotons)

Table 70. World Indoor Water-based Paint Production by Application (2027-2032) & (Kilotons)

Table 71. World Indoor Water-based Paint Production Value by Application (2021-2026) & (USD Million)

Table 72. World Indoor Water-based Paint Production Value by Application (2027-2032) & (USD Million)

Table 73. World Indoor Water-based Paint Average Price by Application (2021-2026) & (US\$/Ton)

Table 74. World Indoor Water-based Paint Average Price by Application (2027-2032) & (US\$/Ton)

Table 75. Sherwin-Williams Basic Information, Manufacturing Base and Competitors

Table 76. Sherwin-Williams Major Business

Table 77. Sherwin-Williams Indoor Water-based Paint Product and Services

Table 78. Sherwin-Williams Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Sherwin-Williams Recent Developments/Updates

Table 80. Sherwin-Williams Competitive Strengths & Weaknesses

Table 81. PPG Industries Basic Information, Manufacturing Base and Competitors

Table 82. PPG Industries Major Business

Table 83. PPG Industries Indoor Water-based Paint Product and Services

Table 84. PPG Industries Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. PPG Industries Recent Developments/Updates
Table 86. PPG Industries Competitive Strengths & Weaknesses
Table 87. AkzoNobel Basic Information, Manufacturing Base and Competitors
Table 88. AkzoNobel Major Business
Table 89. AkzoNobel Indoor Water-based Paint Product and Services
Table 90. AkzoNobel Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 91. AkzoNobel Recent Developments/Updates
Table 92. AkzoNobel Competitive Strengths & Weaknesses
Table 93. Nippon Paint Holdings Basic Information, Manufacturing Base and Competitors
Table 94. Nippon Paint Holdings Major Business
Table 95. Nippon Paint Holdings Indoor Water-based Paint Product and Services
Table 96. Nippon Paint Holdings Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. Nippon Paint Holdings Recent Developments/Updates
Table 98. Nippon Paint Holdings Competitive Strengths & Weaknesses
Table 99. VALPAINT Basic Information, Manufacturing Base and Competitors
Table 100. VALPAINT Major Business
Table 101. VALPAINT Indoor Water-based Paint Product and Services
Table 102. VALPAINT Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. VALPAINT Recent Developments/Updates
Table 104. VALPAINT Competitive Strengths & Weaknesses
Table 105. 3Trees Group Basic Information, Manufacturing Base and Competitors
Table 106. 3Trees Group Major Business
Table 107. 3Trees Group Indoor Water-based Paint Product and Services
Table 108. 3Trees Group Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. 3Trees Group Recent Developments/Updates
Table 110. 3Trees Group Competitive Strengths & Weaknesses
Table 111. Tikkurila Basic Information, Manufacturing Base and Competitors
Table 112. Tikkurila Major Business
Table 113. Tikkurila Indoor Water-based Paint Product and Services
Table 114. Tikkurila Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Tikkurila Recent Developments/Updates

Table 116. Tikkurila Competitive Strengths & Weaknesses

Table 117. Carpoly Chemical Group Basic Information, Manufacturing Base and Competitors

Table 118. Carpoly Chemical Group Major Business

Table 119. Carpoly Chemical Group Indoor Water-based Paint Product and Services

Table 120. Carpoly Chemical Group Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Carpoly Chemical Group Recent Developments/Updates

Table 122. Carpoly Chemical Group Competitive Strengths & Weaknesses

Table 123. Asian Paints Basic Information, Manufacturing Base and Competitors

Table 124. Asian Paints Major Business

Table 125. Asian Paints Indoor Water-based Paint Product and Services

Table 126. Asian Paints Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Asian Paints Recent Developments/Updates

Table 128. Asian Paints Competitive Strengths & Weaknesses

Table 129. Jotun Basic Information, Manufacturing Base and Competitors

Table 130. Jotun Major Business

Table 131. Jotun Indoor Water-based Paint Product and Services

Table 132. Jotun Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Jotun Recent Developments/Updates

Table 134. Jotun Competitive Strengths & Weaknesses

Table 135. Hempel Basic Information, Manufacturing Base and Competitors

Table 136. Hempel Major Business

Table 137. Hempel Indoor Water-based Paint Product and Services

Table 138. Hempel Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Hempel Recent Developments/Updates

Table 140. Hempel Competitive Strengths & Weaknesses

Table 141. Benjamin Moore Basic Information, Manufacturing Base and Competitors

Table 142. Benjamin Moore Major Business

Table 143. Benjamin Moore Indoor Water-based Paint Product and Services

Table 144. Benjamin Moore Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Benjamin Moore Recent Developments/Updates
Table 146. Benjamin Moore Competitive Strengths & Weaknesses
Table 147. RPM International Basic Information, Manufacturing Base and Competitors
Table 148. RPM International Major Business
Table 149. RPM International Indoor Water-based Paint Product and Services
Table 150. RPM International Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 151. RPM International Recent Developments/Updates
Table 152. RPM International Competitive Strengths & Weaknesses
Table 153. DAW SE Basic Information, Manufacturing Base and Competitors
Table 154. DAW SE Major Business
Table 155. DAW SE Indoor Water-based Paint Product and Services
Table 156. DAW SE Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 157. DAW SE Recent Developments/Updates
Table 158. DAW SE Competitive Strengths & Weaknesses
Table 159. Kansai Paint Basic Information, Manufacturing Base and Competitors
Table 160. Kansai Paint Major Business
Table 161. Kansai Paint Indoor Water-based Paint Product and Services
Table 162. Kansai Paint Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 163. Kansai Paint Recent Developments/Updates
Table 164. Kansai Paint Competitive Strengths & Weaknesses
Table 165. Yip's Chemical Holdings Basic Information, Manufacturing Base and Competitors
Table 166. Yip's Chemical Holdings Major Business
Table 167. Yip's Chemical Holdings Indoor Water-based Paint Product and Services
Table 168. Yip's Chemical Holdings Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 169. Yip's Chemical Holdings Recent Developments/Updates
Table 170. Yip's Chemical Holdings Competitive Strengths & Weaknesses
Table 171. Asia Cuanon Basic Information, Manufacturing Base and Competitors
Table 172. Asia Cuanon Major Business
Table 173. Asia Cuanon Indoor Water-based Paint Product and Services
Table 174. Asia Cuanon Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 175. Asia Cuanon Recent Developments/Updates

Table 176. Asia Cuanon Competitive Strengths & Weaknesses

Table 177. China Resources Paint Basic Information, Manufacturing Base and Competitors

Table 178. China Resources Paint Major Business

Table 179. China Resources Paint Indoor Water-based Paint Product and Services

Table 180. China Resources Paint Indoor Water-based Paint Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 181. China Resources Paint Recent Developments/Updates

Table 182. China Resources Paint Competitive Strengths & Weaknesses

Table 183. Global Key Players of Indoor Water-based Paint Upstream (Raw Materials)

Table 184. Global Indoor Water-based Paint Typical Customers

Table 185. Indoor Water-based Paint Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Indoor Water-based Paint Picture

Figure 2. World Indoor Water-based Paint Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Indoor Water-based Paint Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Indoor Water-based Paint Production (2021-2032) & (Kilotons)

Figure 5. World Indoor Water-based Paint Average Price (2021-2032) & (US\$/Ton)

Figure 6. World Indoor Water-based Paint Production Value Market Share by Region (2021-2032)

Figure 7. World Indoor Water-based Paint Production Market Share by Region (2021-2032)

Figure 8. North America Indoor Water-based Paint Production (2021-2032) & (Kilotons)

Figure 9. Europe Indoor Water-based Paint Production (2021-2032) & (Kilotons)

Figure 10. China Indoor Water-based Paint Production (2021-2032) & (Kilotons)

Figure 11. Japan Indoor Water-based Paint Production (2021-2032) & (Kilotons)

Figure 12. Indoor Water-based Paint Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Indoor Water-based Paint Consumption (2021-2032) & (Kilotons)

Figure 15. World Indoor Water-based Paint Consumption Market Share by Region (2021-2032)

Figure 16. United States Indoor Water-based Paint Consumption (2021-2032) & (Kilotons)

Figure 17. China Indoor Water-based Paint Consumption (2021-2032) & (Kilotons)

Figure 18. Europe Indoor Water-based Paint Consumption (2021-2032) & (Kilotons)

Figure 19. Japan Indoor Water-based Paint Consumption (2021-2032) & (Kilotons)

Figure 20. South Korea Indoor Water-based Paint Consumption (2021-2032) & (Kilotons)

Figure 21. ASEAN Indoor Water-based Paint Consumption (2021-2032) & (Kilotons)

Figure 22. India Indoor Water-based Paint Consumption (2021-2032) & (Kilotons)

Figure 23. Producer Shipments of Indoor Water-based Paint by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Indoor Water-based Paint Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Indoor Water-based Paint Markets in 2025

Figure 26. United States VS China: Indoor Water-based Paint Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Indoor Water-based Paint Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Indoor Water-based Paint Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Indoor Water-based Paint Production Market Share 2025

Figure 30. China Based Manufacturers Indoor Water-based Paint Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Indoor Water-based Paint Production Market Share 2025

Figure 32. World Indoor Water-based Paint Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Indoor Water-based Paint Production Value Market Share by Type in 2025

Figure 34. Natural Water-based Paint

Figure 35. Synthetic Water-based Paint

Figure 36. World Indoor Water-based Paint Production Market Share by Type (2021-2032)

Figure 37. World Indoor Water-based Paint Production Value Market Share by Type (2021-2032)

Figure 38. World Indoor Water-based Paint Average Price by Type (2021-2032) & (US\$/Ton)

Figure 39. World Indoor Water-based Paint Production Value by Function, (USD Million), 2021 & 2025 & 2032

Figure 40. World Indoor Water-based Paint Production Value Market Share by Function in 2025

Figure 41. Low-VOC Interior Paint

Figure 42. Odorless Interior Paint

Figure 43. Anti-Mold Interior Paint

Figure 44. Stain-Resistant Interior Paint

Figure 45. World Indoor Water-based Paint Production Market Share by Function (2021-2032)

Figure 46. World Indoor Water-based Paint Production Value Market Share by Function (2021-2032)

Figure 47. World Indoor Water-based Paint Average Price by Function (2021-2032) & (US\$/Ton)

Figure 48. World Indoor Water-based Paint Production Value by Resin Type, (USD

Million), 2021 & 2025 & 2032

Figure 49. World Indoor Water-based Paint Production Value Market Share by Resin Type in 2025

Figure 50. Acrylic Emulsion Type

Figure 51. Styrene-Acrylic Type

Figure 52. Vinyl Acetate Type

Figure 53. Water-based PU Type

Figure 54. World Indoor Water-based Paint Production Market Share by Resin Type (2021-2032)

Figure 55. World Indoor Water-based Paint Production Value Market Share by Resin Type (2021-2032)

Figure 56. World Indoor Water-based Paint Average Price by Resin Type (2021-2032) & (US\$/Ton)

Figure 57. World Indoor Water-based Paint Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 58. World Indoor Water-based Paint Production Value Market Share by Application in 2025

Figure 59. Residential Buildings

Figure 60. Commercial Buildings

Figure 61. Renovation & Repainting

Figure 62. World Indoor Water-based Paint Production Market Share by Application (2021-2032)

Figure 63. World Indoor Water-based Paint Production Value Market Share by Application (2021-2032)

Figure 64. World Indoor Water-based Paint Average Price by Application (2021-2032) & (US\$/Ton)

Figure 65. Indoor Water-based Paint Industry Chain

Figure 66. Indoor Water-based Paint Procurement Model

Figure 67. Indoor Water-based Paint Sales Model

Figure 68. Indoor Water-based Paint Sales Channels, Direct Sales, and Distribution

Figure 69. Methodology

Figure 70. Research Process and Data Source

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