

Global Latex Paint Wetting Agent Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Latex Paint Wetting Agent market size was valued at US\$ 209 million in 2024 and is forecast to a readjusted size of USD 318 million by 2031 with a CAGR of 6.2% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Latex paint wetting agent is a surfactant added to the latex paint formula. It is mainly used to reduce the surface tension of the liquid system, thereby enhancing the spreadability and wetting ability of the latex paint on the substrate surface and improving the dispersion of pigments and fillers in the system. It can effectively promote the uniform adhesion of paint on materials such as walls, wood, and metal, reduce surface defects such as shrinkage holes, fish eyes, and brush marks, and improve construction leveling and coating quality. The use of wetting agents in latex paints not only helps to improve the product's construction performance and appearance consistency, but also helps to improve pigment utilization and storage stability. It is one of the indispensable key functional additives in modern high-performance coating systems.

This report is a detailed and comprehensive analysis for global Latex Paint Wetting Agent 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 Latex Paint Wetting Agent market size and forecasts, in consumption value (\$ Million), sales quantity (kg), and average selling prices (US\$/g), 2020-2031

Global Latex Paint Wetting Agent market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (kg), and average selling prices (US\$/g), 2020-2031

Global Latex Paint Wetting Agent market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (kg), and average selling prices (US\$/g), 2020-2031

Global Latex Paint Wetting Agent market shares of main players, shipments in revenue (\$ Million), sales quantity (kg), and ASP (US\$/g), 2020-2025

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 Latex Paint Wetting Agent
- 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 Latex Paint Wetting Agent 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, Dow, Clariant, Evonik, Elementis, Ashland, Lubrizol, Nouryon, Wanhua Chemical Group, Zhejiang Transfar, etc.

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

Market Segmentation

Latex Paint Wetting Agent market is split by Type and by Application. For the period 2020-2031, 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

Non-Ionic Wetting Agent

Ionic Wetting Agent

Others

Market segment by Application

Architectural Coatings Industry

Automotive Coatings Industry

Others

Major players covered

BASF

Dow

Clariant

Evonik

Elementis

Ashland

Lubrizol

Nouryon

Wanhua Chemical Group

Zhejiang Transfar

DYMATIC CHEMICALS

Shanghai ChangFeng Chemical Management

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 Latex Paint Wetting Agent product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Latex Paint Wetting Agent, with price, sales quantity, revenue, and global market share of Latex Paint Wetting Agent from 2020 to 2025.

Chapter 3, the Latex Paint Wetting Agent competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Latex Paint Wetting Agent breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and Latex Paint Wetting Agent market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Latex Paint

Wetting Agent.

Chapter 14 and 15, to describe Latex Paint Wetting Agent sales channel, distributors, customers, research findings and conclusion.

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