

Global Painting Gouache 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 Painting Gouache market size was valued at US\$ 1673 million in 2024 and is forecast to a readjusted size of USD 2389 million by 2031 with a CAGR of 5.3% during review period.

Gouache is a kind of paint used in painting, which is the abbreviation of gouache paint, which belongs to a special kind of watercolor. Gouache paint is mainly composed of powdery materials, colloids, colorants, etc., and the ingredients of powdery materials are mainly colorants, fillers, wetting agents, preservatives, etc., because it is cheap, easy to learn and use, it is often used in primary painting. An introductory painting material for scholars to learn color painting.

In recent years, with the advancement of technology, the gouache industry has developed rapidly. The development of gouache paint industry technology has greatly improved its quality, making gouache paint more safe and reliable to apply, thus further expanding the application range of gouache paint industry, used in the production of oil paintings, toners and other coatings, Make it more suitable for the use of architectural coatings. At the same time, the gouache industry has also been affected by environmental protection, and the state has also proposed new standards for the use of the gouache industry, prompting the gouache industry to actively participate in the research and development and manufacture of environmentally friendly products, and improve the quality and performance of products. In addition, with the continuous development of Internet technology, the gouache industry has also benefited, and its manufacturers have promoted new products faster and promoted product development. In the future, the gouache industry will achieve substantial development with a bright prospect.

This report is a detailed and comprehensive analysis for global Painting Gouache market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sales Channels. 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 Painting Gouache market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2020-2031

Global Painting Gouache market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2020-2031

Global Painting Gouache market size and forecasts, by Type and by Sales Channels, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2020-2031

Global Painting Gouache market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 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 Painting Gouache

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 Painting Gouache 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 M. Graham & Co., Holbein, Lascaux, Acrylicos

Vallejo, Hangzhou Miya Stationery Co., Ltd, Turner Colour Works Ltd, Da Vinci Paint Company, MIYA company, Daler-Rowney Designers, etc.

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

Market Segmentation

Painting Gouache market is split by Type and by Sales Channels. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channels in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Reddish Brown

Yellow

Green

Others

Market segment by Sales Channels

Online Sales

Offline Sales

Major players covered

M. Graham & Co.

Holbein

Lascaux

Acrylicos Vallejo

Hangzhou Miya Stationery Co., Ltd

Turner Colour Works Ltd

Da Vinci Paint Company

MIYA company

Daler-Rowney Designers

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 Painting Gouache product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Painting Gouache, with price, sales quantity, revenue, and global market share of Painting Gouache from 2020 to 2025.

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

Chapter 4, the Painting Gouache 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 Sales Channels, with sales market share and growth rate by Type, by Sales Channels, 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 Painting Gouache market forecast, by regions, by Type, and by Sales Channels, 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 Painting Gouache.

Chapter 14 and 15, to describe Painting Gouache sales channel, distributors, customers, research findings and conclusion.

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