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Global Passive Daytime Radiative Cooling Paint Supply, Demand and Key Producers, 2026-2032

https://marketpublishers.com/r/G8CB653950A9EN.html
Date: November 2026
Pages: 153
Price: US$ 4,480.00 (Single User License)
ID: G8CB653950A9EN

Abstracts

The global Passive Daytime Radiative Cooling Paint market size is expected to reach $ 213 million by 2032, rising at a market growth of 31.0% CAGR during the forecast period (2026-2032).

Passive Daytime Radiative Cooling Paint is a functional coating material designed to reduce surface temperature through passive optical and thermal management without consuming electricity or using refrigerants. Its cooling mechanism combines high reflection of incoming solar radiation with high thermal emissivity, particularly within the approximately 8–13 ?m atmospheric transparency window, allowing heat from the coated surface to radiate toward the cold outer-space heat sink. Commercial products typically use polymeric or inorganic binders combined with functional pigments, micro-/nano-scale particles, porous structures and performance additives to balance solar reflectance, infrared emissivity, adhesion, durability, weather resistance and application properties. The market covered by this study focuses on paint and coating systems whose primary thermal-management function is passive radiative cooling, including single-layer and multi-layer coating systems, products with different solar reflectivity levels, and white, colored and transparent solutions. Major application fields include construction, logistics and warehousing, transportation equipment, energy and power facilities, and other outdoor industrial assets exposed to significant solar heat loads. Current commercial products already demonstrate solar reflectivity and mid-infrared emissivity around or above 90%, while leading formulations continue to improve spectral performance, durability and application flexibility.

Key Findings

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Global Passive Daytime Radiative Cooling Paint production reached 3,161.48 K Sqm in 2025

Global production is projected to reach 33,985.60 K Sqm by 2032

The average global market price was approximately US$7.46 per Sqm in 2025

Radi-Cool, i2Cool, Azure Era, MG Energy and CSCEC together accounted for approximately 74.89% of global sales value in 2025

Market Trends

The Passive Daytime Radiative Cooling Paint industry is evolving from relatively simple high-reflectance white coatings toward multifunctional optical coating systems that simultaneously optimize solar reflectance, atmospheric-window emissivity, durability, self-cleaning capability, corrosion resistance, waterproofing and color flexibility. Commercial development increasingly emphasizes application-specific formulations rather than a single universal coating: architectural products are being optimized for concrete and façade substrates, while dedicated systems are emerging for power equipment, photovoltaics, logistics assets, grain storage, transportation and industrial infrastructure. Multi-layer architectures are also becoming more common where primer compatibility, corrosion protection, waterproofing or protective topcoats are required. i2Cool currently offers coating systems with approximately 95% solar reflectivity and mid-infrared emissivity together with customized colors, MG Energy reports solar reflectivity above 96% and long-wave infrared emissivity above 97%, while Azure Era has commercialized primer–mid-coat–topcoat systems for buildings, power equipment, grain storage and logistics applications. These developments indicate that competitive differentiation is shifting from laboratory cooling performance alone toward integrated lifecycle performance and application reliability.

Market Dynamics

Drivers

The principal market driver is the growing requirement to reduce solar heat gain and cooling-energy consumption across buildings and outdoor industrial assets. Passive Passive Daytime Radiative Cooling Paints provide thermal-management capability

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without compressors, refrigerants or continuous electricity consumption, making them increasingly relevant where conventional air-conditioning or active cooling systems are costly, energy-intensive or difficult to deploy. Demand is particularly strong for large roof and façade surfaces, warehouses, electrical cabinets, energy-storage equipment, transportation assets and other facilities continuously exposed to solar radiation. At the same time, corporate decarbonization targets and building-energy-efficiency requirements are increasing the economic value of coating technologies that can reduce cooling loads through passive means. Commercial suppliers are therefore shifting the value proposition from simple surface-temperature reduction toward measurable energy savings, asset protection and operational efficiency.

Restraints

The main restraints are higher material and application costs compared with conventional architectural coatings, variable cooling performance under different environmental conditions, and the need to maintain optical properties over long outdoor service periods. Functional particles, specialized dispersion processes and multi-layer coating architectures can increase formulation and installation costs, while real-world radiative cooling performance is influenced by solar exposure, sky view, atmospheric humidity, cloud cover, convective heat transfer and substrate conditions. Dust accumulation, surface contamination, ultraviolet aging and mechanical wear can gradually reduce solar reflectance or infrared-emission efficiency if the coating system lacks sufficient weather resistance and self-cleaning capability. In addition, architectural color requirements create a technical trade-off because highly reflective white coatings are generally easier to optimize than darker colored products.

Opportunities

The strongest expansion opportunities are moving beyond conventional building roofs into industrial and infrastructure applications where temperature reduction can generate direct economic benefits. Logistics vehicles and containers can reduce heat ingress into cargo spaces, warehouses and grain-storage facilities can improve internal temperature management, and power cabinets, telecommunications equipment, energy-storage systems and industrial tanks can reduce thermal stress on temperature-sensitive components. Photovoltaic and other energy-related applications also provide opportunities for coatings that combine radiative cooling with protective or self-cleaning functionality. The commercialization of colored, transparent and substrate-specific formulations can further expand adoption on façades, transportation equipment and

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other applications where appearance or optical transmission requirements previously limited the use of highly reflective white coatings. Existing products from suppliers such as Azure Era, i2Cool, ChillSkyn and Keshun already demonstrate the migration of passive cooling technology toward specialized logistics, power, photovoltaic and industrial applications.

Challenges

The industry still faces challenges in establishing consistent performance standards, verifying long-term outdoor cooling efficiency and translating laboratory optical parameters into comparable field-performance indicators. Solar reflectivity, infrared emissivity, surface-temperature reduction and cooling power are measured under different standards and environmental conditions, which can make direct product comparisons difficult. Manufacturers must also maintain spectral performance while meeting conventional coating requirements such as adhesion, weatherability, corrosion resistance, fire performance, waterproofing, VOC limits and ease of application. Scaling production presents an additional challenge because dispersion uniformity, coating thickness and micro-/nano-structure control can materially affect optical performance. As more conventional coating companies enter the market, suppliers will increasingly need independently verifiable long-term performance rather than short-duration demonstration results to support premium pricing and large infrastructure projects.

Industry Chain Analysis

The upstream segment of the Passive Daytime Radiative Cooling Paint industry consists primarily of polymer or inorganic binders, high-reflectance pigments, functional mineral and nano-scale particles, hollow or porous scattering materials, dispersants, rheology modifiers, weathering additives, hydrophobic agents, solvents or water-based carriers and packaging materials. The technical value of upstream materials lies not simply in low thermal conductivity but in controlling wavelength-specific reflection and emission. Midstream manufacturers undertake formulation design, particle dispersion, spectral optimization, coating production, quality control and system integration, with higher-value products increasingly combining radiative cooling with waterproofing, corrosion protection, self-cleaning and weather resistance. Downstream value is created through surface preparation, application engineering and project integration across buildings, logistics assets, vehicles, power equipment and industrial infrastructure. Consequently, profitability increasingly depends on the supplier's ability

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to convert optical material performance into durable, repeatable square-meter cooling performance rather than simply selling coating volume.

Segment Insights

By coating architecture, single-layer products offer advantages in construction simplicity, labor requirements and overall installed cost, making them suitable for relatively standardized surfaces and price-sensitive applications. Multi-layer coating systems use combinations of primer, functional mid-coat, radiative cooling topcoat or protective layer to improve substrate adhesion, corrosion resistance, waterproofing, self-cleaning performance and long-term durability. This approach is increasingly relevant for industrial, power and infrastructure projects where cooling performance must coexist with conventional protective-coating requirements. AkzoNobel's commercial system combines a radiative cooling topcoat with a thermal-radiation-barrier mid-coat, while Azure Era offers primer–mid-coat–topcoat configurations for several application categories, demonstrating the transition toward system-level product design.

By reflectivity, products above 96% represent the technologically demanding high-reflectance segment, while products below 96% cover a broader range of commercial formulations where manufacturers balance cooling performance with color, durability, cost and substrate requirements. MG Energy has commercialized formulations with solar reflectivity above 96%, whereas products around the 92–95% range are already being commercialized for architecture, power, photovoltaic and other applications. White remains the technically straightforward route for maximizing broadband solar reflection, but colored and transparent formulations represent an important development direction because they increase architectural and industrial design flexibility. i2Cool already supports customized colors, while Azure Era has introduced products with customizable color configurations, indicating gradual expansion beyond standardized white products.

Downstream Market Opportunities

Construction is a foundational application because roofs and façades provide large sun-exposed surface areas and passive Passive Daytime Radiative Cooling Paints can be applied through renovation as well as new construction. The opportunity is increasingly shifting from simple reflective roofs toward integrated building-envelope solutions combining cooling, waterproofing, self-cleaning and weather resistance. Existing-building renovation is especially attractive because coatings can improve thermal performance without requiring major changes to mechanical cooling systems. AkzoNobel has already introduced a Passive Daytime Radiative Cooling Paint system

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targeted at building energy efficiency and renovation, while Keshun is combining radiative cooling with waterproofing and self-cleaning functions.

Outside construction, logistics and warehousing, transportation equipment, and energy and power facilities offer higher-value application opportunities. In these sectors, lower surface temperature can reduce heat ingress, improve cargo temperature stability, reduce auxiliary cooling demand and protect temperature-sensitive electrical or electronic equipment. Commercial portfolios are already becoming application-specific: Azure Era offers dedicated products for power equipment, grain storage and logistics; i2Cool provides solutions for power and telecom, new energy, photovoltaics and logistics; and ChillSkyn focuses on logistics, transportation and industrial infrastructure. These applications are expected to become increasingly important as suppliers shift from selling generic coating products toward project-specific thermal-management solutions.

Regional Insights

The current commercialization landscape is particularly active in China, where specialist radiative-cooling companies, established architectural coating manufacturers and construction-material groups are simultaneously developing coating products and project-based solutions. Companies such as i2Cool, Azure Era, MG Energy, CSCEC-related businesses, SKSHU Paint, First New Material, Aorun New Material, Beixin Jiabaoli and Keshun illustrate a comparatively broad domestic ecosystem spanning optical-material development, coating formulation, construction channels and industrial applications. The presence of global coating groups is also increasing: AkzoNobel launched its Passive Daytime Radiative Cooling Paint system in China, while locally developed products are expanding into buildings, logistics, photovoltaics, storage and power infrastructure. This combination of manufacturing capability, hot-climate demand, large industrial infrastructure and established coating distribution channels makes China an important commercialization hub for the industry.

North America continues to contribute specialist technology companies focused on sub-ambient and industrial cooling applications, including commercial spray-applied PDRC products for buildings, vehicles, logistics and energy infrastructure. Europe is increasingly represented by established coating groups integrating radiative cooling into broader architectural coating portfolios, while Japan has developed a strong radiative-cooling materials ecosystem. Other hot-climate markets in Southeast Asia, the Middle East, Latin America and parts of Africa offer meaningful downstream potential because

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of high solar loads and cooling-energy requirements, although local manufacturing ecosystems remain less developed than in the current leading commercialization centers.

Competitive Landscape Analysis

The market showed a relatively concentrated competitive structure in 2025, with Radi-Cool, i2Cool, Azure Era, MG Energy and CSCEC together representing approximately 74.89% of global Passive Daytime Radiative Cooling Paint sales value. Competition is nevertheless broadening as the market attracts both specialist thermal-management companies and established global or regional coating manufacturers. Specialist suppliers generally differentiate through optical design, high solar reflectivity, atmospheric-window emissivity and application-specific thermal performance, while established coating groups can leverage formulation expertise, production scale, construction channels, contractor relationships and complementary waterproofing or protective-coating portfolios.

Competitive differentiation is increasingly moving beyond maximum reflectivity alone. Product durability, self-cleaning capability, corrosion protection, waterborne formulation, color flexibility, coating-system compatibility and verified field performance are becoming important procurement criteria. i2Cool, MG Energy and Cryo X emphasize high optical performance and scalable coating formats, Azure Era has developed application-specific multi-layer systems, while AkzoNobel, First New Material and Keshun demonstrate how conventional coating and construction-material capabilities can be combined with passive radiative cooling technology. The next phase of competition is therefore likely to center on system reliability, lifecycle economics and the ability to scale from demonstration projects to repeatable large-area deployment.

Report Scope

This report studies the global Passive Daytime Radiative Cooling Paint production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Passive Daytime Radiative Cooling 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 Passive Daytime

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Radiative Cooling Paint that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Passive Daytime Radiative Cooling Paint total production and demand, 2021-2032, (K Sqm)

Global Passive Daytime Radiative Cooling Paint total production value, 2021-2032, (USD Million)

Global Passive Daytime Radiative Cooling Paint production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm), (based on production site)

Global Passive Daytime Radiative Cooling Paint consumption by region & country, CAGR, 2021-2032 & (K Sqm)

U.S. VS China: Passive Daytime Radiative Cooling Paint domestic production, consumption, key domestic manufacturers and share

Global Passive Daytime Radiative Cooling Paint production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Sqm)

Global Passive Daytime Radiative Cooling Paint production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm)

Global Passive Daytime Radiative Cooling Paint production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm)

This report profiles key players in the global Passive Daytime Radiative Cooling 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 Radi-Cool, i2Cool, Azure Era, MG Energy, CSCEC, SKSHU Paint, Pirta, ChillSkyn, Cryo X Co, AkzoNobel, etc.

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

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Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Passive Daytime Radiative Cooling Paint market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (K Sqm) and average price (US$/Sq m) 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 Passive Daytime Radiative Cooling Paint Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Passive Daytime Radiative Cooling Paint Market, Segmentation by Type:

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Single-layer Coating

Multi-layer Coating

Global Passive Daytime Radiative Cooling Paint Market, Segmentation by Reflectivity:

Reflectivity Greater Than 96%

Reflectivity Less Than 96%

Global Passive Daytime Radiative Cooling Paint Market, Segmentation by Color:

White

Colored

Transparent

Global Passive Daytime Radiative Cooling Paint Market, Segmentation by Application:

Construction Industry

Logistics and Warehousing

Transportation Equipment

Energy and Power Facilities

Others

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Companies Profiled:

Radi-Cool

i2Cool

Azure Era

MG Energy

CSCEC

SKSHU Paint

Pirta

ChillSkyn

Cryo X Co

AkzoNobel

Nippon Paint

First New Material

Shandong Huacheng

Beixin Jiabaoli Coatings

SPACE COOL

Aorun New Material

Shunyijie (Keshun Waterproof)

Key Questions Answered

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1. How big is the global Passive Daytime Radiative Cooling Paint market?
2. What is the demand of the global Passive Daytime Radiative Cooling Paint market?
3. What is the year over year growth of the global Passive Daytime Radiative Cooling Paint market?
4. What is the total value of the global Passive Daytime Radiative Cooling Paint market?
5. Who are the Major Players in the global Passive Daytime Radiative Cooling Paint market?
6. What are the growth factors driving the market demand?

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Contents

1 SUPPLY SUMMARY

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

2 DEMAND SUMMARY

2.1 World Passive Daytime Radiative Cooling Paint Demand (2021-2032)
2.2 World Passive Daytime Radiative Cooling Paint Consumption by Region
  2.2.1 World Passive Daytime Radiative Cooling Paint Consumption by Region (2021-2026)
  2.2.2 World Passive Daytime Radiative Cooling Paint Consumption Forecast by Region (2027-2032)
2.3 United States Passive Daytime Radiative Cooling Paint Consumption (2021-2032)
2.4 China Passive Daytime Radiative Cooling Paint Consumption (2021-2032)
2.5 Europe Passive Daytime Radiative Cooling Paint Consumption (2021-2032)
2.6 Japan Passive Daytime Radiative Cooling Paint Consumption (2021-2032)

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2.7 South Korea Passive Daytime Radiative Cooling Paint Consumption (2021-2032)
2.8 ASEAN Passive Daytime Radiative Cooling Paint Consumption (2021-2032)
2.9 India Passive Daytime Radiative Cooling Paint Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

3.1 World Passive Daytime Radiative Cooling Paint Production Value by Manufacturer (2021-2026)
3.2 World Passive Daytime Radiative Cooling Paint Production by Manufacturer (2021-2026)
3.3 World Passive Daytime Radiative Cooling Paint Average Price by Manufacturer (2021-2026)
3.4 Passive Daytime Radiative Cooling Paint Company Evaluation Quadrant
3.5 Industry Rank and Concentration Rate (CR)
  3.5.1 Global Passive Daytime Radiative Cooling Paint Industry Rank of Major Manufacturers
  3.5.2 Global Concentration Ratios (CR4) for Passive Daytime Radiative Cooling Paint in 2025
  3.5.3 Global Concentration Ratios (CR8) for Passive Daytime Radiative Cooling Paint in 2025
3.6 Passive Daytime Radiative Cooling Paint Market: Overall Company Footprint Analysis
  3.6.1 Passive Daytime Radiative Cooling Paint Market: Region Footprint
  3.6.2 Passive Daytime Radiative Cooling Paint Market: Company Product Type Footprint
  3.6.3 Passive Daytime Radiative Cooling 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: Passive Daytime Radiative Cooling Paint Production Value Comparison
  4.1.1 United States VS China: Passive Daytime Radiative Cooling Paint Production

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Value Comparison (2021 & 2025 & 2032)
4.1.2 United States VS China: Passive Daytime Radiative Cooling Paint Production Value Market Share Comparison (2021 & 2025 & 2032)
4.2 United States VS China: Passive Daytime Radiative Cooling Paint Production Comparison
4.2.1 United States VS China: Passive Daytime Radiative Cooling Paint Production Comparison (2021 & 2025 & 2032)
4.2.2 United States VS China: Passive Daytime Radiative Cooling Paint Production Market Share Comparison (2021 & 2025 & 2032)
4.3 United States VS China: Passive Daytime Radiative Cooling Paint Consumption Comparison
4.3.1 United States VS China: Passive Daytime Radiative Cooling Paint Consumption Comparison (2021 & 2025 & 2032)
4.3.2 United States VS China: Passive Daytime Radiative Cooling Paint Consumption Market Share Comparison (2021 & 2025 & 2032)
4.4 United States Based Passive Daytime Radiative Cooling Paint Manufacturers and Market Share, 2021-2026
4.4.1 United States Based Passive Daytime Radiative Cooling Paint Manufacturers, Headquarters and Production Site (States, Country)
4.4.2 United States Based Manufacturers Passive Daytime Radiative Cooling Paint Production Value (2021-2026)
4.4.3 United States Based Manufacturers Passive Daytime Radiative Cooling Paint Production (2021-2026)
4.5 China Based Passive Daytime Radiative Cooling Paint Manufacturers and Market Share
4.5.1 China Based Passive Daytime Radiative Cooling Paint Manufacturers, Headquarters and Production Site (Province, Country)
4.5.2 China Based Manufacturers Passive Daytime Radiative Cooling Paint Production Value (2021-2026)
4.5.3 China Based Manufacturers Passive Daytime Radiative Cooling Paint Production (2021-2026)
4.6 Rest of World Based Passive Daytime Radiative Cooling Paint Manufacturers and Market Share, 2021-2026
4.6.1 Rest of World Based Passive Daytime Radiative Cooling Paint Manufacturers, Headquarters and Production Site (State, Country)
4.6.2 Rest of World Based Manufacturers Passive Daytime Radiative Cooling Paint Production Value (2021-2026)
4.6.3 Rest of World Based Manufacturers Passive Daytime Radiative Cooling Paint Production (2021-2026)

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5 MARKET ANALYSIS BY TYPE

5.1 World Passive Daytime Radiative Cooling Paint Market Size Overview by Type: 2021 VS 2025 VS 2032
5.2 Segment Introduction by Type
  5.2.1 Single-layer Coating
  5.2.2 Multi-layer Coating
5.3 Market Segment by Type
  5.3.1 World Passive Daytime Radiative Cooling Paint Production by Type (2021-2032)
  5.3.2 World Passive Daytime Radiative Cooling Paint Production Value by Type (2021-2032)
  5.3.3 World Passive Daytime Radiative Cooling Paint Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY REFLECTIVITY

6.1 World Passive Daytime Radiative Cooling Paint Market Size Overview by Reflectivity: 2021 VS 2025 VS 2032
6.2 Segment Introduction by Reflectivity
  6.2.1 Reflectivity Greater Than 96%
  6.2.2 Reflectivity Less Than 96%
6.3 Market Segment by Reflectivity
  6.3.1 World Passive Daytime Radiative Cooling Paint Production by Reflectivity (2021-2032)
  6.3.2 World Passive Daytime Radiative Cooling Paint Production Value by Reflectivity (2021-2032)
  6.3.3 World Passive Daytime Radiative Cooling Paint Average Price by Reflectivity (2021-2032)

7 MARKET ANALYSIS BY COLOR

7.1 World Passive Daytime Radiative Cooling Paint Market Size Overview by Color: 2021 VS 2025 VS 2032
7.2 Segment Introduction by Color
  7.2.1 White
  7.2.2 Colored
  7.2.3 Transparent
7.3 Market Segment by Color

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7.3.1 World Passive Daytime Radiative Cooling Paint Production by Color (2021-2032)
7.3.2 World Passive Daytime Radiative Cooling Paint Production Value by Color (2021-2032)
7.3.3 World Passive Daytime Radiative Cooling Paint Average Price by Color (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Passive Daytime Radiative Cooling Paint Market Size Overview by Application: 2021 VS 2025 VS 2032
8.2 Segment Introduction by Application
8.2.1 Construction Industry
8.2.2 Logistics and Warehousing
8.2.3 Transportation Equipment
8.2.4 Energy and Power Facilities
8.2.5 Others
8.3 Market Segment by Application
8.3.1 World Passive Daytime Radiative Cooling Paint Production by Application (2021-2032)
8.3.2 World Passive Daytime Radiative Cooling Paint Production Value by Application (2021-2032)
8.3.3 World Passive Daytime Radiative Cooling Paint Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Radi-Cool
9.1.1 Radi-Cool Details
9.1.2 Radi-Cool Major Business
9.1.3 Radi-Cool Passive Daytime Radiative Cooling Paint Product and Services
9.1.4 Radi-Cool Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.1.5 Radi-Cool Recent Developments/Updates
9.1.6 Radi-Cool Competitive Strengths & Weaknesses
9.2 i2Cool
9.2.1 i2Cool Details
9.2.2 i2Cool Major Business
9.2.3 i2Cool Passive Daytime Radiative Cooling Paint Product and Services
9.2.4 i2Cool Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross

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Margin and Market Share (2021-2026)
9.2.5 i2Cool Recent Developments/Updates
9.2.6 i2Cool Competitive Strengths & Weaknesses
9.3 Azure Era
9.3.1 Azure Era Details
9.3.2 Azure Era Major Business
9.3.3 Azure Era Passive Daytime Radiative Cooling Paint Product and Services
9.3.4 Azure Era Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.3.5 Azure Era Recent Developments/Updates
9.3.6 Azure Era Competitive Strengths & Weaknesses
9.4 MG Energy
9.4.1 MG Energy Details
9.4.2 MG Energy Major Business
9.4.3 MG Energy Passive Daytime Radiative Cooling Paint Product and Services
9.4.4 MG Energy Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.4.5 MG Energy Recent Developments/Updates
9.4.6 MG Energy Competitive Strengths & Weaknesses
9.5 CSCEC
9.5.1 CSCEC Details
9.5.2 CSCEC Major Business
9.5.3 CSCEC Passive Daytime Radiative Cooling Paint Product and Services
9.5.4 CSCEC Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.5.5 CSCEC Recent Developments/Updates
9.5.6 CSCEC Competitive Strengths & Weaknesses
9.6 SKSHU Paint
9.6.1 SKSHU Paint Details
9.6.2 SKSHU Paint Major Business
9.6.3 SKSHU Paint Passive Daytime Radiative Cooling Paint Product and Services
9.6.4 SKSHU Paint Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.6.5 SKSHU Paint Recent Developments/Updates
9.6.6 SKSHU Paint Competitive Strengths & Weaknesses
9.7 Pirta
9.7.1 Pirta Details
9.7.2 Pirta Major Business
9.7.3 Pirta Passive Daytime Radiative Cooling Paint Product and Services

+357 96 030922
info@marketpublishers.com

9.7.4 Pirta Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.7.5 Pirta Recent Developments/Updates
9.7.6 Pirta Competitive Strengths & Weaknesses
9.8 ChillSkyn
9.8.1 ChillSkyn Details
9.8.2 ChillSkyn Major Business
9.8.3 ChillSkyn Passive Daytime Radiative Cooling Paint Product and Services
9.8.4 ChillSkyn Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.8.5 ChillSkyn Recent Developments/Updates
9.8.6 ChillSkyn Competitive Strengths & Weaknesses
9.9 Cryo X Co
9.9.1 Cryo X Co Details
9.9.2 Cryo X Co Major Business
9.9.3 Cryo X Co Passive Daytime Radiative Cooling Paint Product and Services
9.9.4 Cryo X Co Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.9.5 Cryo X Co Recent Developments/Updates
9.9.6 Cryo X Co Competitive Strengths & Weaknesses
9.10 AkzoNobel
9.10.1 AkzoNobel Details
9.10.2 AkzoNobel Major Business
9.10.3 AkzoNobel Passive Daytime Radiative Cooling Paint Product and Services
9.10.4 AkzoNobel Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.10.5 AkzoNobel Recent Developments/Updates
9.10.6 AkzoNobel Competitive Strengths & Weaknesses
9.11 Nippon Paint
9.11.1 Nippon Paint Details
9.11.2 Nippon Paint Major Business
9.11.3 Nippon Paint Passive Daytime Radiative Cooling Paint Product and Services
9.11.4 Nippon Paint Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.11.5 Nippon Paint Recent Developments/Updates
9.11.6 Nippon Paint Competitive Strengths & Weaknesses
9.12 First New Material
9.12.1 First New Material Details
9.12.2 First New Material Major Business

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9.12.3 First New Material Passive Daytime Radiative Cooling Paint Product and Services
9.12.4 First New Material Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.12.5 First New Material Recent Developments/Updates
9.12.6 First New Material Competitive Strengths & Weaknesses
9.13 Shandong Huacheng
9.13.1 Shandong Huacheng Details
9.13.2 Shandong Huacheng Major Business
9.13.3 Shandong Huacheng Passive Daytime Radiative Cooling Paint Product and Services
9.13.4 Shandong Huacheng Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.13.5 Shandong Huacheng Recent Developments/Updates
9.13.6 Shandong Huacheng Competitive Strengths & Weaknesses
9.14 Beixin Jiabaoli Coatings
9.14.1 Beixin Jiabaoli Coatings Details
9.14.2 Beixin Jiabaoli Coatings Major Business
9.14.3 Beixin Jiabaoli Coatings Passive Daytime Radiative Cooling Paint Product and Services
9.14.4 Beixin Jiabaoli Coatings Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.14.5 Beixin Jiabaoli Coatings Recent Developments/Updates
9.14.6 Beixin Jiabaoli Coatings Competitive Strengths & Weaknesses
9.15 SPACE COOL
9.15.1 SPACE COOL Details
9.15.2 SPACE COOL Major Business
9.15.3 SPACE COOL Passive Daytime Radiative Cooling Paint Product and Services
9.15.4 SPACE COOL Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.15.5 SPACE COOL Recent Developments/Updates
9.15.6 SPACE COOL Competitive Strengths & Weaknesses
9.16 Aorun New Material
9.16.1 Aorun New Material Details
9.16.2 Aorun New Material Major Business
9.16.3 Aorun New Material Passive Daytime Radiative Cooling Paint Product and Services
9.16.4 Aorun New Material Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)

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9.16.5 Aorun New Material Recent Developments/Updates
9.16.6 Aorun New Material Competitive Strengths & Weaknesses
9.17 Shunyijie (Keshun Waterproof)
9.17.1 Shunyijie (Keshun Waterproof) Details
9.17.2 Shunyijie (Keshun Waterproof) Major Business
9.17.3 Shunyijie (Keshun Waterproof) Passive Daytime Radiative Cooling Paint Product and Services
9.17.4 Shunyijie (Keshun Waterproof) Passive Daytime Radiative Cooling Paint Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.17.5 Shunyijie (Keshun Waterproof) Recent Developments/Updates
9.17.6 Shunyijie (Keshun Waterproof) Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

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

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology
12.2 Research Process and Data Source
12.3 Disclaimer

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List Of Tables

LIST OF TABLES

Table 1. World Passive Daytime Radiative Cooling Paint Production Value by Region (2021, 2025 and 2032) & (USD Million)
Table 2. World Passive Daytime Radiative Cooling Paint Production Value by Region (2021-2026) & (USD Million)
Table 3. World Passive Daytime Radiative Cooling Paint Production Value by Region (2027-2032) & (USD Million)
Table 4. World Passive Daytime Radiative Cooling Paint Production Value Market Share by Region (2021-2026)
Table 5. World Passive Daytime Radiative Cooling Paint Production Value Market Share by Region (2027-2032)
Table 6. World Passive Daytime Radiative Cooling Paint Production by Region (2021-2026) & (K Sqm)
Table 7. World Passive Daytime Radiative Cooling Paint Production by Region (2027-2032) & (K Sqm)
Table 8. World Passive Daytime Radiative Cooling Paint Production Market Share by Region (2021-2026)
Table 9. World Passive Daytime Radiative Cooling Paint Production Market Share by Region (2027-2032)
Table 10. World Passive Daytime Radiative Cooling Paint Average Price by Region (2021-2026) & (US$/Sq m)
Table 11. World Passive Daytime Radiative Cooling Paint Average Price by Region (2027-2032) & (US$/Sq m)
Table 12. Passive Daytime Radiative Cooling Paint Major Market Trends
Table 13. World Passive Daytime Radiative Cooling Paint Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Sqm)
Table 14. World Passive Daytime Radiative Cooling Paint Consumption by Region (2021-2026) & (K Sqm)
Table 15. World Passive Daytime Radiative Cooling Paint Consumption Forecast by Region (2027-2032) & (K Sqm)
Table 16. World Passive Daytime Radiative Cooling Paint Production Value by Manufacturer (2021-2026) & (USD Million)
Table 17. Production Value Market Share of Key Passive Daytime Radiative Cooling Paint Producers in 2025
Table 18. World Passive Daytime Radiative Cooling Paint Production by Manufacturer (2021-2026) & (K Sqm)

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Table 19. Production Market Share of Key Passive Daytime Radiative Cooling Paint Producers in 2025
Table 20. World Passive Daytime Radiative Cooling Paint Average Price by Manufacturer (2021-2026) & (US$/Sq m)
Table 21. Global Passive Daytime Radiative Cooling Paint Company Evaluation Quadrant
Table 22. World Passive Daytime Radiative Cooling Paint Industry Rank of Major Manufacturers, Based on Production Value in 2025
Table 23. Head Office and Passive Daytime Radiative Cooling Paint Production Site of Key Manufacturer
Table 24. Passive Daytime Radiative Cooling Paint Market: Company Product Type Footprint
Table 25. Passive Daytime Radiative Cooling Paint Market: Company Product Application Footprint
Table 26. Passive Daytime Radiative Cooling Paint Competitive Factors
Table 27. Passive Daytime Radiative Cooling Paint New Entrant and Capacity Expansion Plans
Table 28. Passive Daytime Radiative Cooling Paint Mergers & Acquisitions Activity
Table 29. United States VS China Passive Daytime Radiative Cooling Paint Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
Table 30. United States VS China Passive Daytime Radiative Cooling Paint Production Comparison, (2021 & 2025 & 2032) & (K Sqm)
Table 31. United States VS China Passive Daytime Radiative Cooling Paint Consumption Comparison, (2021 & 2025 & 2032) & (K Sqm)
Table 32. United States Based Passive Daytime Radiative Cooling Paint Manufacturers, Headquarters and Production Site (States, Country)
Table 33. United States Based Manufacturers Passive Daytime Radiative Cooling Paint Production Value, (2021-2026) & (USD Million)
Table 34. United States Based Manufacturers Passive Daytime Radiative Cooling Paint Production Value Market Share (2021-2026)
Table 35. United States Based Manufacturers Passive Daytime Radiative Cooling Paint Production (2021-2026) & (K Sqm)
Table 36. United States Based Manufacturers Passive Daytime Radiative Cooling Paint Production Market Share (2021-2026)
Table 37. China Based Passive Daytime Radiative Cooling Paint Manufacturers, Headquarters and Production Site (Province, Country)
Table 38. China Based Manufacturers Passive Daytime Radiative Cooling Paint Production Value, (2021-2026) & (USD Million)
Table 39. China Based Manufacturers Passive Daytime Radiative Cooling Paint

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Production Value Market Share (2021-2026)
Table 40. China Based Manufacturers Passive Daytime Radiative Cooling Paint Production, (2021-2026) & (K Sqm)
Table 41. China Based Manufacturers Passive Daytime Radiative Cooling Paint Production Market Share (2021-2026)
Table 42. Rest of World Based Passive Daytime Radiative Cooling Paint Manufacturers, Headquarters and Production Site (State, Country)
Table 43. Rest of World Based Manufacturers Passive Daytime Radiative Cooling Paint Production Value, (2021-2026) & (USD Million)
Table 44. Rest of World Based Manufacturers Passive Daytime Radiative Cooling Paint Production Value Market Share (2021-2026)
Table 45. Rest of World Based Manufacturers Passive Daytime Radiative Cooling Paint Production, (2021-2026) & (K Sqm)
Table 46. Rest of World Based Manufacturers Passive Daytime Radiative Cooling Paint Production Market Share (2021-2026)
Table 47. World Passive Daytime Radiative Cooling Paint Production Value by Type, (USD Million), 2021 & 2025 & 2032
Table 48. World Passive Daytime Radiative Cooling Paint Production by Type (2021-2026) & (K Sqm)
Table 49. World Passive Daytime Radiative Cooling Paint Production by Type (2027-2032) & (K Sqm)
Table 50. World Passive Daytime Radiative Cooling Paint Production Value by Type (2021-2026) & (USD Million)
Table 51. World Passive Daytime Radiative Cooling Paint Production Value by Type (2027-2032) & (USD Million)
Table 52. World Passive Daytime Radiative Cooling Paint Average Price by Type (2021-2026) & (US$/Sq m)
Table 53. World Passive Daytime Radiative Cooling Paint Average Price by Type (2027-2032) & (US$/Sq m)
Table 54. World Passive Daytime Radiative Cooling Paint Production Value by Reflectivity, (USD Million), 2021 & 2025 & 2032
Table 55. World Passive Daytime Radiative Cooling Paint Production by Reflectivity (2021-2026) & (K Sqm)
Table 56. World Passive Daytime Radiative Cooling Paint Production by Reflectivity (2027-2032) & (K Sqm)
Table 57. World Passive Daytime Radiative Cooling Paint Production Value by Reflectivity (2021-2026) & (USD Million)
Table 58. World Passive Daytime Radiative Cooling Paint Production Value by Reflectivity (2027-2032) & (USD Million)

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Table 59. World Passive Daytime Radiative Cooling Paint Average Price by Reflectivity (2021-2026) & (US$/Sq m)
Table 60. World Passive Daytime Radiative Cooling Paint Average Price by Reflectivity (2027-2032) & (US$/Sq m)
Table 61. World Passive Daytime Radiative Cooling Paint Production Value by Color, (USD Million), 2021 & 2025 & 2032
Table 62. World Passive Daytime Radiative Cooling Paint Production by Color (2021-2026) & (K Sqm)
Table 63. World Passive Daytime Radiative Cooling Paint Production by Color (2027-2032) & (K Sqm)
Table 64. World Passive Daytime Radiative Cooling Paint Production Value by Color (2021-2026) & (USD Million)
Table 65. World Passive Daytime Radiative Cooling Paint Production Value by Color (2027-2032) & (USD Million)
Table 66. World Passive Daytime Radiative Cooling Paint Average Price by Color (2021-2026) & (US$/Sq m)
Table 67. World Passive Daytime Radiative Cooling Paint Average Price by Color (2027-2032) & (US$/Sq m)
Table 68. World Passive Daytime Radiative Cooling Paint Production Value by Application, (USD Million), 2021 & 2025 & 2032
Table 69. World Passive Daytime Radiative Cooling Paint Production by Application (2021-2026) & (K Sqm)
Table 70. World Passive Daytime Radiative Cooling Paint Production by Application (2027-2032) & (K Sqm)
Table 71. World Passive Daytime Radiative Cooling Paint Production Value by Application (2021-2026) & (USD Million)
Table 72. World Passive Daytime Radiative Cooling Paint Production Value by Application (2027-2032) & (USD Million)
Table 73. World Passive Daytime Radiative Cooling Paint Average Price by Application (2021-2026) & (US$/Sq m)
Table 74. World Passive Daytime Radiative Cooling Paint Average Price by Application (2027-2032) & (US$/Sq m)
Table 75. Radi-Cool Basic Information, Manufacturing Base and Competitors
Table 76. Radi-Cool Major Business
Table 77. Radi-Cool Passive Daytime Radiative Cooling Paint Product and Services
Table 78. Radi-Cool Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 79. Radi-Cool Recent Developments/Updates

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Table 80. Radi-Cool Competitive Strengths & Weaknesses
Table 81. i2Cool Basic Information, Manufacturing Base and Competitors
Table 82. i2Cool Major Business
Table 83. i2Cool Passive Daytime Radiative Cooling Paint Product and Services
Table 84. i2Cool Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 85. i2Cool Recent Developments/Updates
Table 86. i2Cool Competitive Strengths & Weaknesses
Table 87. Azure Era Basic Information, Manufacturing Base and Competitors
Table 88. Azure Era Major Business
Table 89. Azure Era Passive Daytime Radiative Cooling Paint Product and Services
Table 90. Azure Era Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 91. Azure Era Recent Developments/Updates
Table 92. Azure Era Competitive Strengths & Weaknesses
Table 93. MG Energy Basic Information, Manufacturing Base and Competitors
Table 94. MG Energy Major Business
Table 95. MG Energy Passive Daytime Radiative Cooling Paint Product and Services
Table 96. MG Energy Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. MG Energy Recent Developments/Updates
Table 98. MG Energy Competitive Strengths & Weaknesses
Table 99. CSCEC Basic Information, Manufacturing Base and Competitors
Table 100. CSCEC Major Business
Table 101. CSCEC Passive Daytime Radiative Cooling Paint Product and Services
Table 102. CSCEC Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. CSCEC Recent Developments/Updates
Table 104. CSCEC Competitive Strengths & Weaknesses
Table 105. SKSHU Paint Basic Information, Manufacturing Base and Competitors
Table 106. SKSHU Paint Major Business
Table 107. SKSHU Paint Passive Daytime Radiative Cooling Paint Product and Services
Table 108. SKSHU Paint Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share

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(2021-2026)
Table 109. SKSHU Paint Recent Developments/Updates
Table 110. SKSHU Paint Competitive Strengths & Weaknesses
Table 111. Pirta Basic Information, Manufacturing Base and Competitors
Table 112. Pirta Major Business
Table 113. Pirta Passive Daytime Radiative Cooling Paint Product and Services
Table 114. Pirta Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. Pirta Recent Developments/Updates
Table 116. Pirta Competitive Strengths & Weaknesses
Table 117. ChillSkyn Basic Information, Manufacturing Base and Competitors
Table 118. ChillSkyn Major Business
Table 119. ChillSkyn Passive Daytime Radiative Cooling Paint Product and Services
Table 120. ChillSkyn Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 121. ChillSkyn Recent Developments/Updates
Table 122. ChillSkyn Competitive Strengths & Weaknesses
Table 123. Cryo X Co Basic Information, Manufacturing Base and Competitors
Table 124. Cryo X Co Major Business
Table 125. Cryo X Co Passive Daytime Radiative Cooling Paint Product and Services
Table 126. Cryo X Co Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 127. Cryo X Co Recent Developments/Updates
Table 128. Cryo X Co Competitive Strengths & Weaknesses
Table 129. AkzoNobel Basic Information, Manufacturing Base and Competitors
Table 130. AkzoNobel Major Business
Table 131. AkzoNobel Passive Daytime Radiative Cooling Paint Product and Services
Table 132. AkzoNobel Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 133. AkzoNobel Recent Developments/Updates
Table 134. AkzoNobel Competitive Strengths & Weaknesses
Table 135. Nippon Paint Basic Information, Manufacturing Base and Competitors
Table 136. Nippon Paint Major Business
Table 137. Nippon Paint Passive Daytime Radiative Cooling Paint Product and Services
Table 138. Nippon Paint Passive Daytime Radiative Cooling Paint Production (K Sqm),

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Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 139. Nippon Paint Recent Developments/Updates
Table 140. Nippon Paint Competitive Strengths & Weaknesses
Table 141. First New Material Basic Information, Manufacturing Base and Competitors
Table 142. First New Material Major Business
Table 143. First New Material Passive Daytime Radiative Cooling Paint Product and Services
Table 144. First New Material Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 145. First New Material Recent Developments/Updates
Table 146. First New Material Competitive Strengths & Weaknesses
Table 147. Shandong Huacheng Basic Information, Manufacturing Base and Competitors
Table 148. Shandong Huacheng Major Business
Table 149. Shandong Huacheng Passive Daytime Radiative Cooling Paint Product and Services
Table 150. Shandong Huacheng Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 151. Shandong Huacheng Recent Developments/Updates
Table 152. Shandong Huacheng Competitive Strengths & Weaknesses
Table 153. Beixin Jiabaoli Coatings Basic Information, Manufacturing Base and Competitors
Table 154. Beixin Jiabaoli Coatings Major Business
Table 155. Beixin Jiabaoli Coatings Passive Daytime Radiative Cooling Paint Product and Services
Table 156. Beixin Jiabaoli Coatings Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 157. Beixin Jiabaoli Coatings Recent Developments/Updates
Table 158. Beixin Jiabaoli Coatings Competitive Strengths & Weaknesses
Table 159. SPACE COOL Basic Information, Manufacturing Base and Competitors
Table 160. SPACE COOL Major Business
Table 161. SPACE COOL Passive Daytime Radiative Cooling Paint Product and Services
Table 162. SPACE COOL Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market

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Share (2021-2026)
Table 163. SPACE COOL Recent Developments/Updates
Table 164. SPACE COOL Competitive Strengths & Weaknesses
Table 165. Aorun New Material Basic Information, Manufacturing Base and Competitors
Table 166. Aorun New Material Major Business
Table 167. Aorun New Material Passive Daytime Radiative Cooling Paint Product and Services
Table 168. Aorun New Material Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 169. Aorun New Material Recent Developments/Updates
Table 170. Aorun New Material Competitive Strengths & Weaknesses
Table 171. Shunyijie (Keshun Waterproof) Basic Information, Manufacturing Base and Competitors
Table 172. Shunyijie (Keshun Waterproof) Major Business
Table 173. Shunyijie (Keshun Waterproof) Passive Daytime Radiative Cooling Paint Product and Services
Table 174. Shunyijie (Keshun Waterproof) Passive Daytime Radiative Cooling Paint Production (K Sqm), Price (US$/Sq m), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 175. Shunyijie (Keshun Waterproof) Recent Developments/Updates
Table 176. Shunyijie (Keshun Waterproof) Competitive Strengths & Weaknesses
Table 177. Global Key Players of Passive Daytime Radiative Cooling Paint Upstream (Raw Materials)
Table 178. Global Passive Daytime Radiative Cooling Paint Typical Customers
Table 179. Passive Daytime Radiative Cooling Paint Typical Distributors

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List Of Figures

LIST OF FIGURES

Figure 1. Passive Daytime Radiative Cooling Paint Picture
Figure 2. World Passive Daytime Radiative Cooling Paint Production Value: 2021 & 2025 & 2032, (USD Million)
Figure 3. World Passive Daytime Radiative Cooling Paint Production Value and Forecast (2021-2032) & (USD Million)
Figure 4. World Passive Daytime Radiative Cooling Paint Production (2021-2032) & (K Sqm)
Figure 5. World Passive Daytime Radiative Cooling Paint Average Price (2021-2032) & (US$/Sq m)
Figure 6. World Passive Daytime Radiative Cooling Paint Production Value Market Share by Region (2021-2032)
Figure 7. World Passive Daytime Radiative Cooling Paint Production Market Share by Region (2021-2032)
Figure 8. North America Passive Daytime Radiative Cooling Paint Production (2021-2032) & (K Sqm)
Figure 9. Europe Passive Daytime Radiative Cooling Paint Production (2021-2032) & (K Sqm)
Figure 10. China Passive Daytime Radiative Cooling Paint Production (2021-2032) & (K Sqm)
Figure 11. Japan Passive Daytime Radiative Cooling Paint Production (2021-2032) & (K Sqm)
Figure 12. Passive Daytime Radiative Cooling Paint Market Drivers
Figure 13. Factors Affecting Demand
Figure 14. World Passive Daytime Radiative Cooling Paint Consumption (2021-2032) & (K Sqm)
Figure 15. World Passive Daytime Radiative Cooling Paint Consumption Market Share by Region (2021-2032)
Figure 16. United States Passive Daytime Radiative Cooling Paint Consumption (2021-2032) & (K Sqm)
Figure 17. China Passive Daytime Radiative Cooling Paint Consumption (2021-2032) & (K Sqm)
Figure 18. Europe Passive Daytime Radiative Cooling Paint Consumption (2021-2032) & (K Sqm)
Figure 19. Japan Passive Daytime Radiative Cooling Paint Consumption (2021-2032) & (K Sqm)

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Figure 20. South Korea Passive Daytime Radiative Cooling Paint Consumption (2021-2032) & (K Sqm)
Figure 21. ASEAN Passive Daytime Radiative Cooling Paint Consumption (2021-2032) & (K Sqm)
Figure 22. India Passive Daytime Radiative Cooling Paint Consumption (2021-2032) & (K Sqm)
Figure 23. Producer Shipments of Passive Daytime Radiative Cooling Paint by Manufacturer Revenue ($MM) and Market Share (%): 2025
Figure 24. Global Four-firm Concentration Ratios (CR4) for Passive Daytime Radiative Cooling Paint Markets in 2025
Figure 25. Global Four-firm Concentration Ratios (CR8) for Passive Daytime Radiative Cooling Paint Markets in 2025
Figure 26. United States VS China: Passive Daytime Radiative Cooling Paint Production Value Market Share Comparison (2021 & 2025 & 2032)
Figure 27. United States VS China: Passive Daytime Radiative Cooling Paint Production Market Share Comparison (2021 & 2025 & 2032)
Figure 28. United States VS China: Passive Daytime Radiative Cooling Paint Consumption Market Share Comparison (2021 & 2025 & 2032)
Figure 29. United States Based Manufacturers Passive Daytime Radiative Cooling Paint Production Market Share 2025
Figure 30. China Based Manufacturers Passive Daytime Radiative Cooling Paint Production Market Share 2025
Figure 31. Rest of World Based Manufacturers Passive Daytime Radiative Cooling Paint Production Market Share 2025
Figure 32. World Passive Daytime Radiative Cooling Paint Production Value by Type, (USD Million), 2021 & 2025 & 2032
Figure 33. World Passive Daytime Radiative Cooling Paint Production Value Market Share by Type in 2025
Figure 34. Single-layer Coating
Figure 35. Multi-layer Coating
Figure 36. World Passive Daytime Radiative Cooling Paint Production Market Share by Type (2021-2032)
Figure 37. World Passive Daytime Radiative Cooling Paint Production Value Market Share by Type (2021-2032)
Figure 38. World Passive Daytime Radiative Cooling Paint Average Price by Type (2021-2032) & (US$/Sq m)
Figure 39. World Passive Daytime Radiative Cooling Paint Production Value by Reflectivity, (USD Million), 2021 & 2025 & 2032
Figure 40. World Passive Daytime Radiative Cooling Paint Production Value Market

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Share by Reflectivity in 2025
Figure 41. Reflectivity Greater Than 96%
Figure 42. Reflectivity Less Than 96%
Figure 43. World Passive Daytime Radiative Cooling Paint Production Market Share by Reflectivity (2021-2032)
Figure 44. World Passive Daytime Radiative Cooling Paint Production Value Market Share by Reflectivity (2021-2032)
Figure 45. World Passive Daytime Radiative Cooling Paint Average Price by Reflectivity (2021-2032) & (US$/Sq m)
Figure 46. World Passive Daytime Radiative Cooling Paint Production Value by Color, (USD Million), 2021 & 2025 & 2032
Figure 47. World Passive Daytime Radiative Cooling Paint Production Value Market Share by Color in 2025
Figure 48. White
Figure 49. Colored
Figure 50. Transparent
Figure 51. World Passive Daytime Radiative Cooling Paint Production Market Share by Color (2021-2032)
Figure 52. World Passive Daytime Radiative Cooling Paint Production Value Market Share by Color (2021-2032)
Figure 53. World Passive Daytime Radiative Cooling Paint Average Price by Color (2021-2032) & (US$/Sq m)
Figure 54. World Passive Daytime Radiative Cooling Paint Production Value by Application, (USD Million), 2021 & 2025 & 2032
Figure 55. World Passive Daytime Radiative Cooling Paint Production Value Market Share by Application in 2025
Figure 56. Construction Industry
Figure 57. Logistics and Warehousing
Figure 58. Transportation Equipment
Figure 59. Energy and Power Facilities
Figure 60. Others
Figure 61. World Passive Daytime Radiative Cooling Paint Production Market Share by Application (2021-2032)
Figure 62. World Passive Daytime Radiative Cooling Paint Production Value Market Share by Application (2021-2032)
Figure 63. World Passive Daytime Radiative Cooling Paint Average Price by Application (2021-2032) & (US$/Sq m)
Figure 64. Passive Daytime Radiative Cooling Paint Industry Chain
Figure 65. Passive Daytime Radiative Cooling Paint Procurement Model

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Figure 66. Passive Daytime Radiative Cooling Paint Sales Model
Figure 67. Passive Daytime Radiative Cooling Paint Sales Channels, Direct Sales, and Distribution
Figure 68. Methodology
Figure 69. Research Process and Data Source

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