

# Global Primer Emulsion Market 2023 by Manufacturers, Regions, Type and Application, Forecast to 2029

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## Abstracts

According to our (Global Info Research) latest study, the global Primer Emulsion market size was valued at USD million in 2022 and is forecast to a readjusted size of USD million by 2029 with a CAGR of % during review period.

Exterior primer emulsion is a coating product used on building exterior surfaces to provide surface protection, enhance adhesion, smooth surfaces, seal permeability and enhance coating durability. These products are usually water-based and consist of emulsions, fillers, stabilizers and auxiliaries.

As environmental regulations continue to upgrade, market demand for low-VOC and environmentally friendly exterior wall primer emulsions will continue to increase. Manufacturers need to continuously develop and improve products to meet this trend. The construction industry's performance requirements for exterior wall coatings continue to increase. In the future, the exterior wall primer emulsion industry will continue to strive to provide higher performance products to meet market demand. Digital technology and intelligent solutions will play an increasingly important role in the exterior primer emulsion industry, and monitoring and management from production to construction processes will benefit from the application of these technologies. With increasing urbanization, some emerging markets are likely to see growth in demand for exterior primer emulsions, especially in developing countries and emerging economies. Overall, the exterior primer emulsion industry will continue to benefit from growth and environmental trends in the construction industry. Continuous technological innovation and market competition will promote the development of the industry and encourage manufacturers to provide higher-performance, environmentally friendly products. At the same time, digital and intelligent solutions will bring more opportunities and competitive

advantages to the industry.

The Global Info Research report includes an overview of the development of the Primer Emulsion industry chain, the market status of Exterior Wall Decoration (Universal Primer Emulsion, Clear Primer Emulsion), Waterproof Protection (Universal Primer Emulsion, Clear Primer Emulsion), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Primer Emulsion.

Regionally, the report analyzes the Primer Emulsion markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Primer Emulsion market, with robust domestic demand, supportive policies, and a strong manufacturing base.

**Key Features:**

The report presents comprehensive understanding of the Primer Emulsion market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Primer Emulsion industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (Tons), revenue generated, and market share of different by Type (e.g., Universal Primer Emulsion, Clear Primer Emulsion).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Primer Emulsion market.

**Regional Analysis:** The report involves examining the Primer Emulsion market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future

projections and forecasts for the Primer Emulsion market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Primer Emulsion:

**Company Analysis:** Report covers individual Primer Emulsion manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Primer Emulsion. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Exterior Wall Decoration, Waterproof Protection).

**Technology Analysis:** Report covers specific technologies relevant to Primer Emulsion. It assesses the current state, advancements, and potential future developments in Primer Emulsion areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Primer Emulsion market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Primer Emulsion market is split by Type and by Application. For the period 2018-2029, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

%II%Universal Primer Emulsion

%II%Clear Primer Emulsion

### Market segment by Application

%II%Exterior Wall Decoration

%II%Waterproof Protection

%II%Increase Paint Adhesion

%II%Others

Major players covered

%II%PPG Industries

%II%AkzoNobel

%II%Sherwin-Williams

%II%Benjamin Moore

%II%Behr

%II%Valspar

%II%Nippon Paint

%II%Kansai Paint

%II%Jotun

%II%Hempel

%II%Asian Paints

%II%Farrow and Ball

%II%BATF

Market segment by region, regional analysis covers

%II%North America (United States, Canada and Mexico)

%II%Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

%II%Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

%II%South America (Brazil, Argentina, Colombia, and Rest of South America)

%II%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 Primer Emulsion product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Primer Emulsion, with price, sales, revenue and global market share of Primer Emulsion from 2018 to 2023.

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

Chapter 4, the Primer Emulsion breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2018 to 2029.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2018 to 2029.

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 2017 to 2022.and Primer Emulsion market forecast, by regions, type and application, with sales and revenue, from 2024 to 2029.

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 Primer Emulsion.

Chapter 14 and 15, to describe Primer Emulsion sales channel, distributors, customers, research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Primer Emulsion
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
  - 1.3.1 Overview: Global Primer Emulsion Consumption Value by Type: 2018 Versus 2022 Versus 2029
  - 1.3.2 Universal Primer Emulsion
  - 1.3.3 Clear Primer Emulsion
- 1.4 Market Analysis by Application
  - 1.4.1 Overview: Global Primer Emulsion Consumption Value by Application: 2018 Versus 2022 Versus 2029
  - 1.4.2 Exterior Wall Decoration
  - 1.4.3 Waterproof Protection
  - 1.4.4 Increase Paint Adhesion
  - 1.4.5 Others
- 1.5 Global Primer Emulsion Market Size & Forecast
  - 1.5.1 Global Primer Emulsion Consumption Value (2018 & 2022 & 2029)
  - 1.5.2 Global Primer Emulsion Sales Quantity (2018-2029)
  - 1.5.3 Global Primer Emulsion Average Price (2018-2029)

### 2 MANUFACTURERS PROFILES

- 2.1 PPG Industries
  - 2.1.1 PPG Industries Details
  - 2.1.2 PPG Industries Major Business
  - 2.1.3 PPG Industries Primer Emulsion Product and Services
  - 2.1.4 PPG Industries Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.1.5 PPG Industries Recent Developments/Updates
- 2.2 AkzoNobel
  - 2.2.1 AkzoNobel Details
  - 2.2.2 AkzoNobel Major Business
  - 2.2.3 AkzoNobel Primer Emulsion Product and Services
  - 2.2.4 AkzoNobel Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.2.5 AkzoNobel Recent Developments/Updates

## 2.3 Sherwin-Williams

### 2.3.1 Sherwin-Williams Details

### 2.3.2 Sherwin-Williams Major Business

### 2.3.3 Sherwin-Williams Primer Emulsion Product and Services

### 2.3.4 Sherwin-Williams Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

### 2.3.5 Sherwin-Williams Recent Developments/Updates

## 2.4 Benjamin Moore

### 2.4.1 Benjamin Moore Details

### 2.4.2 Benjamin Moore Major Business

### 2.4.3 Benjamin Moore Primer Emulsion Product and Services

### 2.4.4 Benjamin Moore Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

### 2.4.5 Benjamin Moore Recent Developments/Updates

## 2.5 Behr

### 2.5.1 Behr Details

### 2.5.2 Behr Major Business

### 2.5.3 Behr Primer Emulsion Product and Services

### 2.5.4 Behr Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

### 2.5.5 Behr Recent Developments/Updates

## 2.6 Valspar

### 2.6.1 Valspar Details

### 2.6.2 Valspar Major Business

### 2.6.3 Valspar Primer Emulsion Product and Services

### 2.6.4 Valspar Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

### 2.6.5 Valspar Recent Developments/Updates

## 2.7 Nippon Paint

### 2.7.1 Nippon Paint Details

### 2.7.2 Nippon Paint Major Business

### 2.7.3 Nippon Paint Primer Emulsion Product and Services

### 2.7.4 Nippon Paint Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

### 2.7.5 Nippon Paint Recent Developments/Updates

## 2.8 Kansai Paint

### 2.8.1 Kansai Paint Details

### 2.8.2 Kansai Paint Major Business

### 2.8.3 Kansai Paint Primer Emulsion Product and Services



2.8.4 Kansai Paint Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

2.8.5 Kansai Paint Recent Developments/Updates

2.9 Jotun

2.9.1 Jotun Details

2.9.2 Jotun Major Business

2.9.3 Jotun Primer Emulsion Product and Services

2.9.4 Jotun Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

2.9.5 Jotun Recent Developments/Updates

2.10 Hempel

2.10.1 Hempel Details

2.10.2 Hempel Major Business

2.10.3 Hempel Primer Emulsion Product and Services

2.10.4 Hempel Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

2.10.5 Hempel Recent Developments/Updates

2.11 Asian Paints

2.11.1 Asian Paints Details

2.11.2 Asian Paints Major Business

2.11.3 Asian Paints Primer Emulsion Product and Services

2.11.4 Asian Paints Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

2.11.5 Asian Paints Recent Developments/Updates

2.12 Farrow and Ball

2.12.1 Farrow and Ball Details

2.12.2 Farrow and Ball Major Business

2.12.3 Farrow and Ball Primer Emulsion Product and Services

2.12.4 Farrow and Ball Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

2.12.5 Farrow and Ball Recent Developments/Updates

2.13 BATF

2.13.1 BATF Details

2.13.2 BATF Major Business

2.13.3 BATF Primer Emulsion Product and Services

2.13.4 BATF Primer Emulsion Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

2.13.5 BATF Recent Developments/Updates

### **3 COMPETITIVE ENVIRONMENT: PRIMER EMULSION BY MANUFACTURER**

- 3.1 Global Primer Emulsion Sales Quantity by Manufacturer (2018-2023)
- 3.2 Global Primer Emulsion Revenue by Manufacturer (2018-2023)
- 3.3 Global Primer Emulsion Average Price by Manufacturer (2018-2023)
- 3.4 Market Share Analysis (2022)
  - 3.4.1 Producer Shipments of Primer Emulsion by Manufacturer Revenue (\$MM) and Market Share (%): 2022
  - 3.4.2 Top 3 Primer Emulsion Manufacturer Market Share in 2022
  - 3.4.2 Top 6 Primer Emulsion Manufacturer Market Share in 2022
- 3.5 Primer Emulsion Market: Overall Company Footprint Analysis
  - 3.5.1 Primer Emulsion Market: Region Footprint
  - 3.5.2 Primer Emulsion Market: Company Product Type Footprint
  - 3.5.3 Primer Emulsion Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

### **4 CONSUMPTION ANALYSIS BY REGION**

- 4.1 Global Primer Emulsion Market Size by Region
  - 4.1.1 Global Primer Emulsion Sales Quantity by Region (2018-2029)
  - 4.1.2 Global Primer Emulsion Consumption Value by Region (2018-2029)
  - 4.1.3 Global Primer Emulsion Average Price by Region (2018-2029)
- 4.2 North America Primer Emulsion Consumption Value (2018-2029)
- 4.3 Europe Primer Emulsion Consumption Value (2018-2029)
- 4.4 Asia-Pacific Primer Emulsion Consumption Value (2018-2029)
- 4.5 South America Primer Emulsion Consumption Value (2018-2029)
- 4.6 Middle East and Africa Primer Emulsion Consumption Value (2018-2029)

### **5 MARKET SEGMENT BY TYPE**

- 5.1 Global Primer Emulsion Sales Quantity by Type (2018-2029)
- 5.2 Global Primer Emulsion Consumption Value by Type (2018-2029)
- 5.3 Global Primer Emulsion Average Price by Type (2018-2029)

### **6 MARKET SEGMENT BY APPLICATION**

- 6.1 Global Primer Emulsion Sales Quantity by Application (2018-2029)
- 6.2 Global Primer Emulsion Consumption Value by Application (2018-2029)

## 6.3 Global Primer Emulsion Average Price by Application (2018-2029)

## 7 NORTH AMERICA

### 7.1 North America Primer Emulsion Sales Quantity by Type (2018-2029)

### 7.2 North America Primer Emulsion Sales Quantity by Application (2018-2029)

### 7.3 North America Primer Emulsion Market Size by Country

#### 7.3.1 North America Primer Emulsion Sales Quantity by Country (2018-2029)

#### 7.3.2 North America Primer Emulsion Consumption Value by Country (2018-2029)

#### 7.3.3 United States Market Size and Forecast (2018-2029)

#### 7.3.4 Canada Market Size and Forecast (2018-2029)

#### 7.3.5 Mexico Market Size and Forecast (2018-2029)

## 8 EUROPE

### 8.1 Europe Primer Emulsion Sales Quantity by Type (2018-2029)

### 8.2 Europe Primer Emulsion Sales Quantity by Application (2018-2029)

### 8.3 Europe Primer Emulsion Market Size by Country

#### 8.3.1 Europe Primer Emulsion Sales Quantity by Country (2018-2029)

#### 8.3.2 Europe Primer Emulsion Consumption Value by Country (2018-2029)

#### 8.3.3 Germany Market Size and Forecast (2018-2029)

#### 8.3.4 France Market Size and Forecast (2018-2029)

#### 8.3.5 United Kingdom Market Size and Forecast (2018-2029)

#### 8.3.6 Russia Market Size and Forecast (2018-2029)

#### 8.3.7 Italy Market Size and Forecast (2018-2029)

## 9 ASIA-PACIFIC

### 9.1 Asia-Pacific Primer Emulsion Sales Quantity by Type (2018-2029)

### 9.2 Asia-Pacific Primer Emulsion Sales Quantity by Application (2018-2029)

### 9.3 Asia-Pacific Primer Emulsion Market Size by Region

#### 9.3.1 Asia-Pacific Primer Emulsion Sales Quantity by Region (2018-2029)

#### 9.3.2 Asia-Pacific Primer Emulsion Consumption Value by Region (2018-2029)

#### 9.3.3 China Market Size and Forecast (2018-2029)

#### 9.3.4 Japan Market Size and Forecast (2018-2029)

#### 9.3.5 Korea Market Size and Forecast (2018-2029)

#### 9.3.6 India Market Size and Forecast (2018-2029)

#### 9.3.7 Southeast Asia Market Size and Forecast (2018-2029)

#### 9.3.8 Australia Market Size and Forecast (2018-2029)

## **10 SOUTH AMERICA**

- 10.1 South America Primer Emulsion Sales Quantity by Type (2018-2029)
- 10.2 South America Primer Emulsion Sales Quantity by Application (2018-2029)
- 10.3 South America Primer Emulsion Market Size by Country
  - 10.3.1 South America Primer Emulsion Sales Quantity by Country (2018-2029)
  - 10.3.2 South America Primer Emulsion Consumption Value by Country (2018-2029)
  - 10.3.3 Brazil Market Size and Forecast (2018-2029)
  - 10.3.4 Argentina Market Size and Forecast (2018-2029)

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Primer Emulsion Sales Quantity by Type (2018-2029)
- 11.2 Middle East & Africa Primer Emulsion Sales Quantity by Application (2018-2029)
- 11.3 Middle East & Africa Primer Emulsion Market Size by Country
  - 11.3.1 Middle East & Africa Primer Emulsion Sales Quantity by Country (2018-2029)
  - 11.3.2 Middle East & Africa Primer Emulsion Consumption Value by Country (2018-2029)
  - 11.3.3 Turkey Market Size and Forecast (2018-2029)
  - 11.3.4 Egypt Market Size and Forecast (2018-2029)
  - 11.3.5 Saudi Arabia Market Size and Forecast (2018-2029)
  - 11.3.6 South Africa Market Size and Forecast (2018-2029)

## **12 MARKET DYNAMICS**

- 12.1 Primer Emulsion Market Drivers
- 12.2 Primer Emulsion Market Restraints
- 12.3 Primer Emulsion Trends Analysis
- 12.4 Porters Five Forces Analysis
  - 12.4.1 Threat of New Entrants
  - 12.4.2 Bargaining Power of Suppliers
  - 12.4.3 Bargaining Power of Buyers
  - 12.4.4 Threat of Substitutes
  - 12.4.5 Competitive Rivalry

## **13 RAW MATERIAL AND INDUSTRY CHAIN**

- 13.1 Raw Material of Primer Emulsion and Key Manufacturers

13.2 Manufacturing Costs Percentage of Primer Emulsion

13.3 Primer Emulsion Production Process

13.4 Primer Emulsion Industrial Chain

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Primer Emulsion Typical Distributors

14.3 Primer Emulsion Typical Customers

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Primer Emulsion Consumption Value by Type, (USD Million), 2018 & 2022 & 2029

Table 2. Global Primer Emulsion Consumption Value by Application, (USD Million), 2018 & 2022 & 2029

Table 3. PPG Industries Basic Information, Manufacturing Base and Competitors

Table 4. PPG Industries Major Business

Table 5. PPG Industries Primer Emulsion Product and Services

Table 6. PPG Industries Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 7. PPG Industries Recent Developments/Updates

Table 8. AkzoNobel Basic Information, Manufacturing Base and Competitors

Table 9. AkzoNobel Major Business

Table 10. AkzoNobel Primer Emulsion Product and Services

Table 11. AkzoNobel Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 12. AkzoNobel Recent Developments/Updates

Table 13. Sherwin-Williams Basic Information, Manufacturing Base and Competitors

Table 14. Sherwin-Williams Major Business

Table 15. Sherwin-Williams Primer Emulsion Product and Services

Table 16. Sherwin-Williams Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 17. Sherwin-Williams Recent Developments/Updates

Table 18. Benjamin Moore Basic Information, Manufacturing Base and Competitors

Table 19. Benjamin Moore Major Business

Table 20. Benjamin Moore Primer Emulsion Product and Services

Table 21. Benjamin Moore Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 22. Benjamin Moore Recent Developments/Updates

Table 23. Behr Basic Information, Manufacturing Base and Competitors

Table 24. Behr Major Business

Table 25. Behr Primer Emulsion Product and Services

Table 26. Behr Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 27. Behr Recent Developments/Updates

Table 28. Valspar Basic Information, Manufacturing Base and Competitors

- Table 29. Valspar Major Business
- Table 30. Valspar Primer Emulsion Product and Services
- Table 31. Valspar Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)
- Table 32. Valspar Recent Developments/Updates
- Table 33. Nippon Paint Basic Information, Manufacturing Base and Competitors
- Table 34. Nippon Paint Major Business
- Table 35. Nippon Paint Primer Emulsion Product and Services
- Table 36. Nippon Paint Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)
- Table 37. Nippon Paint Recent Developments/Updates
- Table 38. Kansai Paint Basic Information, Manufacturing Base and Competitors
- Table 39. Kansai Paint Major Business
- Table 40. Kansai Paint Primer Emulsion Product and Services
- Table 41. Kansai Paint Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)
- Table 42. Kansai Paint Recent Developments/Updates
- Table 43. Jotun Basic Information, Manufacturing Base and Competitors
- Table 44. Jotun Major Business
- Table 45. Jotun Primer Emulsion Product and Services
- Table 46. Jotun Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)
- Table 47. Jotun Recent Developments/Updates
- Table 48. Hempel Basic Information, Manufacturing Base and Competitors
- Table 49. Hempel Major Business
- Table 50. Hempel Primer Emulsion Product and Services
- Table 51. Hempel Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)
- Table 52. Hempel Recent Developments/Updates
- Table 53. Asian Paints Basic Information, Manufacturing Base and Competitors
- Table 54. Asian Paints Major Business
- Table 55. Asian Paints Primer Emulsion Product and Services
- Table 56. Asian Paints Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)
- Table 57. Asian Paints Recent Developments/Updates
- Table 58. Farrow and Ball Basic Information, Manufacturing Base and Competitors
- Table 59. Farrow and Ball Major Business
- Table 60. Farrow and Ball Primer Emulsion Product and Services
- Table 61. Farrow and Ball Primer Emulsion Sales Quantity (Tons), Average Price

(US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 62. Farrow and Ball Recent Developments/Updates

Table 63. BATF Basic Information, Manufacturing Base and Competitors

Table 64. BATF Major Business

Table 65. BATF Primer Emulsion Product and Services

Table 66. BATF Primer Emulsion Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 67. BATF Recent Developments/Updates

Table 68. Global Primer Emulsion Sales Quantity by Manufacturer (2018-2023) & (Tons)

Table 69. Global Primer Emulsion Revenue by Manufacturer (2018-2023) & (USD Million)

Table 70. Global Primer Emulsion Average Price by Manufacturer (2018-2023) & (US\$/Ton)

Table 71. Market Position of Manufacturers in Primer Emulsion, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2022

Table 72. Head Office and Primer Emulsion Production Site of Key Manufacturer

Table 73. Primer Emulsion Market: Company Product Type Footprint

Table 74. Primer Emulsion Market: Company Product Application Footprint

Table 75. Primer Emulsion New Market Entrants and Barriers to Market Entry

Table 76. Primer Emulsion Mergers, Acquisition, Agreements, and Collaborations

Table 77. Global Primer Emulsion Sales Quantity by Region (2018-2023) & (Tons)

Table 78. Global Primer Emulsion Sales Quantity by Region (2024-2029) & (Tons)

Table 79. Global Primer Emulsion Consumption Value by Region (2018-2023) & (USD Million)

Table 80. Global Primer Emulsion Consumption Value by Region (2024-2029) & (USD Million)

Table 81. Global Primer Emulsion Average Price by Region (2018-2023) & (US\$/Ton)

Table 82. Global Primer Emulsion Average Price by Region (2024-2029) & (US\$/Ton)

Table 83. Global Primer Emulsion Sales Quantity by Type (2018-2023) & (Tons)

Table 84. Global Primer Emulsion Sales Quantity by Type (2024-2029) & (Tons)

Table 85. Global Primer Emulsion Consumption Value by Type (2018-2023) & (USD Million)

Table 86. Global Primer Emulsion Consumption Value by Type (2024-2029) & (USD Million)

Table 87. Global Primer Emulsion Average Price by Type (2018-2023) & (US\$/Ton)

Table 88. Global Primer Emulsion Average Price by Type (2024-2029) & (US\$/Ton)

Table 89. Global Primer Emulsion Sales Quantity by Application (2018-2023) & (Tons)

Table 90. Global Primer Emulsion Sales Quantity by Application (2024-2029) & (Tons)



Table 91. Global Primer Emulsion Consumption Value by Application (2018-2023) & (USD Million)

Table 92. Global Primer Emulsion Consumption Value by Application (2024-2029) & (USD Million)

Table 93. Global Primer Emulsion Average Price by Application (2018-2023) & (US\$/Ton)

Table 94. Global Primer Emulsion Average Price by Application (2024-2029) & (US\$/Ton)

Table 95. North America Primer Emulsion Sales Quantity by Type (2018-2023) & (Tons)

Table 96. North America Primer Emulsion Sales Quantity by Type (2024-2029) & (Tons)

Table 97. North America Primer Emulsion Sales Quantity by Application (2018-2023) & (Tons)

Table 98. North America Primer Emulsion Sales Quantity by Application (2024-2029) & (Tons)

Table 99. North America Primer Emulsion Sales Quantity by Country (2018-2023) & (Tons)

Table 100. North America Primer Emulsion Sales Quantity by Country (2024-2029) & (Tons)

Table 101. North America Primer Emulsion Consumption Value by Country (2018-2023) & (USD Million)

Table 102. North America Primer Emulsion Consumption Value by Country (2024-2029) & (USD Million)

Table 103. Europe Primer Emulsion Sales Quantity by Type (2018-2023) & (Tons)

Table 104. Europe Primer Emulsion Sales Quantity by Type (2024-2029) & (Tons)

Table 105. Europe Primer Emulsion Sales Quantity by Application (2018-2023) & (Tons)

Table 106. Europe Primer Emulsion Sales Quantity by Application (2024-2029) & (Tons)

Table 107. Europe Primer Emulsion Sales Quantity by Country (2018-2023) & (Tons)

Table 108. Europe Primer Emulsion Sales Quantity by Country (2024-2029) & (Tons)

Table 109. Europe Primer Emulsion Consumption Value by Country (2018-2023) & (USD Million)

Table 110. Europe Primer Emulsion Consumption Value by Country (2024-2029) & (USD Million)

Table 111. Asia-Pacific Primer Emulsion Sales Quantity by Type (2018-2023) & (Tons)

Table 112. Asia-Pacific Primer Emulsion Sales Quantity by Type (2024-2029) & (Tons)

Table 113. Asia-Pacific Primer Emulsion Sales Quantity by Application (2018-2023) & (Tons)

Table 114. Asia-Pacific Primer Emulsion Sales Quantity by Application (2024-2029) & (Tons)

Table 115. Asia-Pacific Primer Emulsion Sales Quantity by Region (2018-2023) &

(Tons)

Table 116. Asia-Pacific Primer Emulsion Sales Quantity by Region (2024-2029) &

(Tons)

Table 117. Asia-Pacific Primer Emulsion Consumption Value by Region (2018-2023) &

(USD Million)

Table 118. Asia-Pacific Primer Emulsion Consumption Value by Region (2024-2029) &

(USD Million)

Table 119. South America Primer Emulsion Sales Quantity by Type (2018-2023) &

(Tons)

Table 120. South America Primer Emulsion Sales Quantity by Type (2024-2029) &

(Tons)

Table 121. South America Primer Emulsion Sales Quantity by Application (2018-2023)

& (Tons)

Table 122. South America Primer Emulsion Sales Quantity by Application (2024-2029)

& (Tons)

Table 123. South America Primer Emulsion Sales Quantity by Country (2018-2023) &

(Tons)

Table 124. South America Primer Emulsion Sales Quantity by Country (2024-2029) &

(Tons)

Table 125. South America Primer Emulsion Consumption Value by Country

(2018-2023) & (USD Million)

Table 126. South America Primer Emulsion Consumption Value by Country

(2024-2029) & (USD Million)

Table 127. Middle East & Africa Primer Emulsion Sales Quantity by Type (2018-2023) &

(Tons)

Table 128. Middle East & Africa Primer Emulsion Sales Quantity by Type (2024-2029) &

(Tons)

Table 129. Middle East & Africa Primer Emulsion Sales Quantity by Application

(2018-2023) & (Tons)

Table 130. Middle East & Africa Primer Emulsion Sales Quantity by Application

(2024-2029) & (Tons)

Table 131. Middle East & Africa Primer Emulsion Sales Quantity by Region (2018-2023)

& (Tons)

Table 132. Middle East & Africa Primer Emulsion Sales Quantity by Region (2024-2029)

& (Tons)

Table 133. Middle East & Africa Primer Emulsion Consumption Value by Region

(2018-2023) & (USD Million)

Table 134. Middle East & Africa Primer Emulsion Consumption Value by Region

(2024-2029) & (USD Million)

Table 135. Primer Emulsion Raw Material

Table 136. Key Manufacturers of Primer Emulsion Raw Materials

Table 137. Primer Emulsion Typical Distributors

Table 138. Primer Emulsion Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Primer Emulsion Picture

Figure 2. Global Primer Emulsion Consumption Value by Type, (USD Million), 2018 & 2022 & 2029

Figure 3. Global Primer Emulsion Consumption Value Market Share by Type in 2022

Figure 4. Universal Primer Emulsion Examples

Figure 5. Clear Primer Emulsion Examples

Figure 6. Global Primer Emulsion Consumption Value by Application, (USD Million), 2018 & 2022 & 2029

Figure 7. Global Primer Emulsion Consumption Value Market Share by Application in 2022

Figure 8. Exterior Wall Decoration Examples

Figure 9. Waterproof Protection Examples

Figure 10. Increase Paint Adhesion Examples

Figure 11. Others Examples

Figure 12. Global Primer Emulsion Consumption Value, (USD Million): 2018 & 2022 & 2029

Figure 13. Global Primer Emulsion Consumption Value and Forecast (2018-2029) & (USD Million)

Figure 14. Global Primer Emulsion Sales Quantity (2018-2029) & (Tons)

Figure 15. Global Primer Emulsion Average Price (2018-2029) & (US\$/Ton)

Figure 16. Global Primer Emulsion Sales Quantity Market Share by Manufacturer in 2022

Figure 17. Global Primer Emulsion Consumption Value Market Share by Manufacturer in 2022

Figure 18. Producer Shipments of Primer Emulsion by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2021

Figure 19. Top 3 Primer Emulsion Manufacturer (Consumption Value) Market Share in 2022

Figure 20. Top 6 Primer Emulsion Manufacturer (Consumption Value) Market Share in 2022

Figure 21. Global Primer Emulsion Sales Quantity Market Share by Region (2018-2029)

Figure 22. Global Primer Emulsion Consumption Value Market Share by Region (2018-2029)

Figure 23. North America Primer Emulsion Consumption Value (2018-2029) & (USD Million)

Figure 24. Europe Primer Emulsion Consumption Value (2018-2029) & (USD Million)

Figure 25. Asia-Pacific Primer Emulsion Consumption Value (2018-2029) & (USD Million)

Figure 26. South America Primer Emulsion Consumption Value (2018-2029) & (USD Million)

Figure 27. Middle East & Africa Primer Emulsion Consumption Value (2018-2029) & (USD Million)

Figure 28. Global Primer Emulsion Sales Quantity Market Share by Type (2018-2029)

Figure 29. Global Primer Emulsion Consumption Value Market Share by Type (2018-2029)

Figure 30. Global Primer Emulsion Average Price by Type (2018-2029) & (US\$/Ton)

Figure 31. Global Primer Emulsion Sales Quantity Market Share by Application (2018-2029)

Figure 32. Global Primer Emulsion Consumption Value Market Share by Application (2018-2029)

Figure 33. Global Primer Emulsion Average Price by Application (2018-2029) & (US\$/Ton)

Figure 34. North America Primer Emulsion Sales Quantity Market Share by Type (2018-2029)

Figure 35. North America Primer Emulsion Sales Quantity Market Share by Application (2018-2029)

Figure 36. North America Primer Emulsion Sales Quantity Market Share by Country (2018-2029)

Figure 37. North America Primer Emulsion Consumption Value Market Share by Country (2018-2029)

Figure 38. United States Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 39. Canada Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 40. Mexico Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 41. Europe Primer Emulsion Sales Quantity Market Share by Type (2018-2029)

Figure 42. Europe Primer Emulsion Sales Quantity Market Share by Application (2018-2029)

Figure 43. Europe Primer Emulsion Sales Quantity Market Share by Country (2018-2029)

Figure 44. Europe Primer Emulsion Consumption Value Market Share by Country (2018-2029)

Figure 45. Germany Primer Emulsion Consumption Value and Growth Rate

(2018-2029) & (USD Million)

Figure 46. France Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 47. United Kingdom Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 48. Russia Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 49. Italy Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 50. Asia-Pacific Primer Emulsion Sales Quantity Market Share by Type (2018-2029)

Figure 51. Asia-Pacific Primer Emulsion Sales Quantity Market Share by Application (2018-2029)

Figure 52. Asia-Pacific Primer Emulsion Sales Quantity Market Share by Region (2018-2029)

Figure 53. Asia-Pacific Primer Emulsion Consumption Value Market Share by Region (2018-2029)

Figure 54. China Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 55. Japan Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 56. Korea Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 57. India Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 58. Southeast Asia Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 59. Australia Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 60. South America Primer Emulsion Sales Quantity Market Share by Type (2018-2029)

Figure 61. South America Primer Emulsion Sales Quantity Market Share by Application (2018-2029)

Figure 62. South America Primer Emulsion Sales Quantity Market Share by Country (2018-2029)

Figure 63. South America Primer Emulsion Consumption Value Market Share by Country (2018-2029)

Figure 64. Brazil Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)

- Figure 65. Argentina Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)
- Figure 66. Middle East & Africa Primer Emulsion Sales Quantity Market Share by Type (2018-2029)
- Figure 67. Middle East & Africa Primer Emulsion Sales Quantity Market Share by Application (2018-2029)
- Figure 68. Middle East & Africa Primer Emulsion Sales Quantity Market Share by Region (2018-2029)
- Figure 69. Middle East & Africa Primer Emulsion Consumption Value Market Share by Region (2018-2029)
- Figure 70. Turkey Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)
- Figure 71. Egypt Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)
- Figure 72. Saudi Arabia Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)
- Figure 73. South Africa Primer Emulsion Consumption Value and Growth Rate (2018-2029) & (USD Million)
- Figure 74. Primer Emulsion Market Drivers
- Figure 75. Primer Emulsion Market Restraints
- Figure 76. Primer Emulsion Market Trends
- Figure 77. Porters Five Forces Analysis
- Figure 78. Manufacturing Cost Structure Analysis of Primer Emulsion in 2022
- Figure 79. Manufacturing Process Analysis of Primer Emulsion
- Figure 80. Primer Emulsion Industrial Chain
- Figure 81. Sales Quantity Channel: Direct to End-User vs Distributors
- Figure 82. Direct Channel Pros & Cons
- Figure 83. Indirect Channel Pros & Cons
- Figure 84. Methodology
- Figure 85. Research Process and Data Source

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