

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

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## Abstracts

The global Radiative Cooling Paint market size is expected to reach \$ 22.69 million by 2032, rising at a market growth of 21.6% CAGR during the forecast period (2026-2032). Radiative cooling paint is an innovative type of coating designed to reflect sunlight and emit infrared radiation, thereby reducing the temperature of surfaces to which it is applied. This paint works by reflecting a significant portion of the sun's rays, including visible and ultraviolet light, while simultaneously emitting heat as infrared radiation. This dual action allows surfaces coated with radiative cooling paint to remain cooler than their surroundings, even under direct sunlight. The technology has potential applications in reducing the energy consumption of buildings by lowering the need for air conditioning, thus contributing to energy efficiency and mitigating urban heat island effects. The product has an average price of approximately US\$6.29 per square meter and is used in approximately 700,000 square meters of area annually.

Radiative cooling paint sits between specialty materials and the mainstream architectural coatings supply chain. Upstream, the key inputs are binder resins, high solar reflectance pigments and fillers, infrared emissive additives, dispersants and rheology modifiers, UV stabilizers, defoamers, water or solvent carriers, plus packaging and application equipment. The critical manufacturing steps are high quality dispersion and particle size control, formulation for film formation and adhesion, and tight quality control on optical performance, durability, and consistency from batch to batch.

Downstream, the paint moves through coating manufacturers, distributors, roofing and facade system integrators, and contractor networks, then into end uses such as commercial and industrial roofs, building envelopes, outdoor enclosures, tanks, containers, and some municipal surfaces. Installation depends heavily on surface prep, primers, application thickness control, and maintenance practices like periodic cleaning to preserve reflectance.

Adoption is being pulled by hotter summers, higher electricity costs, grid peak

constraints, and urban heat island mitigation goals, while policy and building standards that favor cool roofs increasingly make high reflectance coatings a default option in many projects. Radiative cooling paints compete not only with standard cool roof coatings but also with insulation upgrades, shading solutions, reflective membranes, and HVAC efficiency retrofits, so buyers often judge them on payback clarity and operational simplicity rather than novelty. The winners tend to be products that combine strong thermal performance with contractor friendly application, long term soiling and weathering resistance, credible warranties, and compliance with VOC and material restrictions. The main friction points are performance variability under humid or cloudy conditions, aesthetic constraints when very light colors are required, and the need for trusted test methods that translate lab metrics into real rooftop outcomes. Over time, growth is likely to come from tighter integration with roof system providers, more standardized specifications and verification, and product innovation that broadens acceptable colors and improves durability without sacrificing cooling performance. This report studies the global Radiative Cooling Paint production, demand, key manufacturers, and key regions.

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

### **Highlights and key features of the study**

Global Radiative Cooling Paint total production and demand, 2021-2032, (Sq m)

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

Global Radiative Cooling Paint production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Sq m), (based on production site)

Global Radiative Cooling Paint consumption by region & country, CAGR, 2021-2032 & (Sq m)

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

Global Radiative Cooling Paint production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Sq m)

Global Radiative Cooling Paint production by Reflectivity, production, value, CAGR, 2021-2032, (USD Million) & (Sq m)

Global Radiative Cooling Paint production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Sq m)

This report profiles key players in the global 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 i2Cool, Azure Era, CSCEC, Pirta, MG Energy, Cryox, Nippon Paint, AkzoNobel, Aorun Advanced Materials, SKSHU Paint, etc. This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

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

**Detailed Segmentation:**

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

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Radiative Cooling Paint Market, Segmentation by Reflectivity:

Reflectivity Greater Than 96%

Reflectivity Less Than 96%

Global Radiative Cooling Paint Market, Segmentation by Color:

White

Colored

Transparent

#### Global Radiative Cooling Paint Market, Segmentation by Type:

Single-coat type

Multi-coat type

#### Global Radiative Cooling Paint Market, Segmentation by Application:

Construction Industry

Warehousing

Transportation Equipment

Energy and Power Facilities

Others

#### **Companies Profiled:**

i2Cool

Azure Era

CSCEC

Pirta

MG Energy

Cryox

Nippon Paint

AkzoNobel

Aorun Advanced Materials

SKSHU Paint

Beixin Jiabaoli Coatings

First New Material Technology

**Key Questions Answered:**

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

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