

Global Radiative Cooling Paint Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/GD35E86DBE76EN.html>

Date: January 2026

Pages: 107

Price: US\$ 3,480.00 (Single User License)

ID: GD35E86DBE76EN

Abstracts

According to our (Global Info Research) latest study, the global Radiative Cooling Paint market size was valued at US\$ 4.49 million in 2025 and is forecast to a readjusted size of US\$ 22.69 million by 2032 with a CAGR of 21.6% during review period.

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 is a detailed and comprehensive analysis for global Radiative Cooling Paint market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Reflectivity and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Radiative Cooling Paint market size and forecasts, in consumption value (\$ Million), sales quantity (Sq m), and average selling prices (US\$/Sq m), 2021-2032

Global Radiative Cooling Paint market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Sq m), and average selling prices (US\$/Sq m), 2021-2032

Global Radiative Cooling Paint market size and forecasts, by Reflectivity and by Application, in consumption value (\$ Million), sales quantity (Sq m), and average selling

prices (US\$/Sq m), 2021-2032

Global Radiative Cooling Paint market shares of main players, shipments in revenue (\$ Million), sales quantity (Sq m), and ASP (US\$/Sq m), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Radiative Cooling Paint

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Radiative Cooling Paint market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include 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.

Market Segmentation

Radiative Cooling Paint market is split by Reflectivity and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Reflectivity, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Reflectivity

Reflectivity Greater Than 96%

Reflectivity Less Than 96%

Market segment by Color

White

Colored

Transparent

Market segment by Type

Single-coat type

Multi-coat type

Market segment by Application

Construction Industry

Warehousing

Transportation Equipment

Energy and Power Facilities

Others

Major players covered

i2Cool

Azure Era

CSCEC

Pirta

MG Energy

Cryox

Nippon Paint

AkzoNobel

Aorun Advanced Materials

SKSHU Paint

Beixin Jiabaoli Coatings

First New Material Technology

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Radiative Cooling Paint product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Radiative Cooling Paint, with price, sales

quantity, revenue, and global market share of Radiative Cooling Paint from 2021 to 2026.

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

Chapter 4, the Radiative Cooling Paint breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Reflectivity and by Application, with sales market share and growth rate by Reflectivity, by Application, from 2021 to 2032.

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 2021 to 2026. and Radiative Cooling Paint market forecast, by regions, by Reflectivity, and by Application, with sales and revenue, from 2027 to 2032.

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 Radiative Cooling Paint.

Chapter 14 and 15, to describe Radiative Cooling Paint sales channel, distributors, customers, research findings and conclusion.

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