

# Global Road Marking Paint Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Road Marking Paint market size was valued at USD 3022 million in 2023 and is forecast to a readjusted size of USD 4112 million by 2030 with a CAGR of 4.5% during review period.

The Road Marking Paint industry can be broken down into several segments, Thermoplastic Marking Paint, Waterbased Marking Paint, etc. Across the world, the major players cover 3M, Sherwin-Williams, etc. Road surface marking is any kind of device or material that is used on a road surface in order to convey official information. They can also be applied in other facilities used by vehicles to mark parking spaces or designate areas for other uses. Traffic Marking Paint is a kind of paint used to paint road mark. Paint, sometimes with additives such as retroreflective glass beads, is generally used to mark travel lanes. It is also used to mark spaces in parking lots or special purpose spaces for disabled parking, loading zones, or time-restricted parking areas. Colors for these applications vary by locality.

Global Road Marking Paint key players include 3M, Sherwin-Williams, Swarco AG, Nippon Pain, TATU, etc. Global top five manufacturers hold a share about 20%. Asia-Pacific is the largest market, with a share about 40%, followed by North America, with a share about 30 percent. In terms of product, Thermoplastic Marking Paint is the largest segment, with a share about 60%. And in terms of application, the largest application is Roads & Streets, followed by Parking Lot, Airport, etc.

The Global Info Research report includes an overview of the development of the Road Marking Paint industry chain, the market status of Roads & Streets (Thermoplastic Marking Paint, Waterbased Marking Paint), Parking Lot (Thermoplastic Marking Paint,

Waterbased Marking Paint), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Road Marking Paint.

Regionally, the report analyzes the Road Marking Paint 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 Road Marking Paint market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Road Marking Paint 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 Road Marking Paint 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 (K MT), revenue generated, and market share of different by Type (e.g., Thermoplastic Marking Paint, Waterbased Marking Paint).

**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 Road Marking Paint market.

**Regional Analysis:** The report involves examining the Road Marking Paint 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 Road Marking Paint market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Road Marking Paint:

**Company Analysis:** Report covers individual Road Marking Paint 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 Road Marking Paint. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Roads & Streets, Parking Lot).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Road Marking Paint 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

Road Marking Paint market is split by Type and by Application. For the period 2019-2030, 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

Thermoplastic Marking Paint

Waterbased Marking Paint

Solvent Based Marking Paint

Two-Component Road Marking Paint

Others

### Market segment by Application

Roads & Streets

Parking Lot

Airport

Other

### Major players covered

3M

Sherwin-Williams

Swarco AG

Nippon Paint

Ennis Flint

TATU

Geveko Markings

Hempel

KICTEC

PPG Industries

Zhejiang Brother

Asian Paints PPG

Reda National

LANINO

SealMaster

Luteng Tuliao

Zhejiang Yuanguang

Rainbow Brand

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 Road Marking Paint product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Road Marking Paint, with price, sales, revenue and global market share of Road Marking Paint from 2019 to 2024.

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

Chapter 4, the Road Marking Paint breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2023. and Road Marking Paint market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Road Marking Paint.

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

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