

Global Texture Paint Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Texture Paint market size was valued at US\$ 1568 million in 2024 and is forecast to a readjusted size of USD 2195 million by 2031 with a CAGR of 5.0% during review period.

Texture paint is a special paint that can maintain the texture design even after drying, such as stippling. There are several different varieties of this paint, smooth, sandy or rough. Rough has a popcorn effect and is usually used as a ceiling paint. Always look for the paint that can give you the longest drying time to meet your experience level. The longer the drying time, the more chance you must make the paint have a dramatic effect or correct any defects before the paint solidifies.

The global texture paint market has been experiencing significant growth due to increasing demand from the construction and design industries. Texture paints, known for their aesthetic appeal and versatility, are widely used for enhancing the visual and tactile qualities of both interior and exterior surfaces. Here are some of the key trends driving the global texture paint market:

1. Increasing Demand for Aesthetic and Durable Wall Finishes

Rising construction activities and urbanization across the globe, particularly in Asia-Pacific and the Middle East, are driving demand for texture paints in both residential and commercial sectors.

Consumers are increasingly seeking unique and aesthetic wall finishes, leading to the growing adoption of texture paints that offer customized designs, from subtle finishes to bold, artistic effects.

The durability of texture paints, especially for exterior applications, is appealing due to their resistance to extreme weather, fading, and peeling, making them a preferred choice for high-end construction.

2. Surge in Residential Construction

The residential sector is seeing significant growth in texture paint usage, particularly in urbanized regions where people are investing in home décor and renovation.

Homeowners and interior designers are favoring texture paints for their ability to hide wall imperfections and enhance indoor ambiance with a variety of textures such as stone, wood, marble, and metallic finishes.

Countries with booming housing markets like China, India, and the U.S. are experiencing an increase in demand for interior texture paints, which is positively impacting the overall market.

3. Sustainability and Eco-Friendly Products

The global trend toward eco-friendly and sustainable products has also influenced the texture paint market. Manufacturers are focusing on low-VOC (volatile organic compounds) and water-based texture paints that meet environmental standards.

Regulatory bodies, particularly in Europe and North America, are imposing stringent regulations on VOC emissions, pushing the industry toward greener alternatives, and influencing the development of environmentally friendly texture paints.

4. Technological Advancements and Product Innovation

Innovations in paint technology are making texture paints easier to apply, more durable, and capable of creating more intricate designs. Smart coatings and self-cleaning paints are emerging trends in the texture paint market, offering functional as well as aesthetic benefits.

3D texture paints that provide a more tactile surface are becoming popular, allowing designers and homeowners to create more dramatic visual effects. Advances in spray application and DIY-friendly products are making it easier for non-professionals to use these paints effectively.

Global core texture paint manufacturers include Asian Paints, RPM International etc. The top 5 companies hold a share about 30%. Asia Pacific is the largest market, with a share about 42%, followed by North America and Europe with the share about 31% and 19%. In terms of product, premium finishes is the largest segment, with a share over 33%. And in terms of application, the largest application is residential, followed by commercial.

This report is a detailed and comprehensive analysis for global Texture Paint market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Texture Level 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 Texture Paint market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2020-2031

Global Texture Paint market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2020-2031

Global Texture Paint market size and forecasts, by Texture Level and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2020-2031

Global Texture Paint market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2020-2025

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 Texture 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 Texture 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 Asian Paints, RPM International, Axalta, SK Kaken, AkzoNobel, Kansai Paints, Sherwin-Williams, KABEL, PPG, Coldec Group, etc.

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

Market Segmentation

Texture Paint market is split by Texture Level and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Texture Level, 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 Texture Level

Super Premium Finishes

Premium Finishes

Mid Market

Economy

Market segment by Application

Residential

Commercial

Other

Major players covered

Asian Paints

RPM International

Axalta

SK Kaken

AkzoNobel

Kansai Paints

Sherwin-Williams

KABEL

PPG

Coldec Group

Nippon Paint

Berger Paints

Duluxgroup

Carpoly

3 Trees Group

Viero Paints

Jotun

Colorificio Tassani

Haymes Paint

Gem Paints

Rockcote

Apco Coatings

ASTEC Paints

MAC

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

Chapter 2, to profile the top manufacturers of Texture Paint, with price, sales quantity, revenue, and global market share of Texture Paint from 2020 to 2025.

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

Chapter 4, the Texture Paint breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Texture Level and by Application, with sales market share and growth rate by Texture Level, by Application, from 2020 to 2031.

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 2020 to 2025. and Texture Paint market forecast, by regions, by Texture Level, and by Application, with sales and revenue, from 2026 to 2031.

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 Texture Paint.

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

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