

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

<https://marketpublishers.com/r/G854E7052357EN.html>

Date: November 2025

Pages: 145

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

ID: G854E7052357EN

Abstracts

According to our (Global Info Research) latest study, the global Traffic Paint market size was valued at US\$ 2065 million in 2024 and is forecast to a readjusted size of USD 2815 million by 2031 with a CAGR of 4.4% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Traffic paint is a type of paint used to mark and delineate traffic lanes, pedestrian crossings, curbs, and other traffic-related features on roads, highways, and parking lots. It is specifically formulated to provide high visibility and durability under various weather conditions and heavy traffic. Traffic paint typically contains reflective elements to enhance nighttime visibility and is designed to withstand wear from vehicles, weather, and chemicals commonly found on road surfaces.

This report is a detailed and comprehensive analysis for global Traffic Paint market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type 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 Traffic Paint market size and forecasts, in consumption value (\$ Million), sales

quantity (Tons), and average selling prices (US\$/Kg), 2020-2031

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

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

Global Traffic Paint market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Kg), 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 Traffic 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 Traffic 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 3M, Sherwin-Williams, Swarco AG, Nippon Paint, Ennis Flint, TATU, Geveko Markings, Hempel, KICTEC, PPG Industries, etc.

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

Market Segmentation

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

Thermoplastic Paint

Waterbased Paint

Solvent Based Paint

Two-Component Road 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 Traffic Paint product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Traffic 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 Type and by Application, with sales market share and growth rate by Type, 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 Traffic Paint market forecast, by regions, by Type, 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 Traffic Paint.

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

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Traffic Paint Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 Thermoplastic Paint

1.3.3 Waterbased Paint

1.3.4 Solvent Based Paint

1.3.5 Two-Component Road Paint

1.3.6 Others

1.4 Market Analysis by Application

1.4.1 Overview: Global Traffic Paint Consumption Value by Application: 2020 Versus 2024 Versus 2031

1.4.2 Roads & Streets

1.4.3 Parking Lot

1.4.4 Airport

1.4.5 Other

1.5 Global Traffic Paint Market Size & Forecast

1.5.1 Global Traffic Paint Consumption Value (2020 & 2024 & 2031)

1.5.2 Global Traffic Paint Sales Quantity (2020-2031)

1.5.3 Global Traffic Paint Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 3M

2.1.1 3M Details

2.1.2 3M Major Business

2.1.3 3M Traffic Paint Product and Services

2.1.4 3M Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 3M Recent Developments/Updates

2.2 Sherwin-Williams

2.2.1 Sherwin-Williams Details

2.2.2 Sherwin-Williams Major Business

2.2.3 Sherwin-Williams Traffic Paint Product and Services

2.2.4 Sherwin-Williams Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 Sherwin-Williams Recent Developments/Updates

2.3 Swarco AG

2.3.1 Swarco AG Details

2.3.2 Swarco AG Major Business

2.3.3 Swarco AG Traffic Paint Product and Services

2.3.4 Swarco AG Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.3.5 Swarco AG Recent Developments/Updates

2.4 Nippon Paint

2.4.1 Nippon Paint Details

2.4.2 Nippon Paint Major Business

2.4.3 Nippon Paint Traffic Paint Product and Services

2.4.4 Nippon Paint Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.4.5 Nippon Paint Recent Developments/Updates

2.5 Ennis Flint

2.5.1 Ennis Flint Details

2.5.2 Ennis Flint Major Business

2.5.3 Ennis Flint Traffic Paint Product and Services

2.5.4 Ennis Flint Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.5.5 Ennis Flint Recent Developments/Updates

2.6 TATU

2.6.1 TATU Details

2.6.2 TATU Major Business

2.6.3 TATU Traffic Paint Product and Services

2.6.4 TATU Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 TATU Recent Developments/Updates

2.7 Geveko Markings

2.7.1 Geveko Markings Details

2.7.2 Geveko Markings Major Business

2.7.3 Geveko Markings Traffic Paint Product and Services

2.7.4 Geveko Markings Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.7.5 Geveko Markings Recent Developments/Updates

2.8 Hempel

- 2.8.1 Hempel Details
- 2.8.2 Hempel Major Business
- 2.8.3 Hempel Traffic Paint Product and Services
- 2.8.4 Hempel Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.8.5 Hempel Recent Developments/Updates
- 2.9 KICTEC
 - 2.9.1 KICTEC Details
 - 2.9.2 KICTEC Major Business
 - 2.9.3 KICTEC Traffic Paint Product and Services
 - 2.9.4 KICTEC Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.9.5 KICTEC Recent Developments/Updates
- 2.10 PPG Industries
 - 2.10.1 PPG Industries Details
 - 2.10.2 PPG Industries Major Business
 - 2.10.3 PPG Industries Traffic Paint Product and Services
 - 2.10.4 PPG Industries Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.10.5 PPG Industries Recent Developments/Updates
- 2.11 Zhejiang Brother
 - 2.11.1 Zhejiang Brother Details
 - 2.11.2 Zhejiang Brother Major Business
 - 2.11.3 Zhejiang Brother Traffic Paint Product and Services
 - 2.11.4 Zhejiang Brother Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.11.5 Zhejiang Brother Recent Developments/Updates
- 2.12 Asian Paints PPG
 - 2.12.1 Asian Paints PPG Details
 - 2.12.2 Asian Paints PPG Major Business
 - 2.12.3 Asian Paints PPG Traffic Paint Product and Services
 - 2.12.4 Asian Paints PPG Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.12.5 Asian Paints PPG Recent Developments/Updates
- 2.13 Reda National
 - 2.13.1 Reda National Details
 - 2.13.2 Reda National Major Business
 - 2.13.3 Reda National Traffic Paint Product and Services
 - 2.13.4 Reda National Traffic Paint Sales Quantity, Average Price, Revenue, Gross

Margin and Market Share (2020-2025)

2.13.5 Reda National Recent Developments/Updates

2.14 LANINO

2.14.1 LANINO Details

2.14.2 LANINO Major Business

2.14.3 LANINO Traffic Paint Product and Services

2.14.4 LANINO Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.14.5 LANINO Recent Developments/Updates

2.15 SealMaster

2.15.1 SealMaster Details

2.15.2 SealMaster Major Business

2.15.3 SealMaster Traffic Paint Product and Services

2.15.4 SealMaster Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.15.5 SealMaster Recent Developments/Updates

2.16 Luteng Tuliao

2.16.1 Luteng Tuliao Details

2.16.2 Luteng Tuliao Major Business

2.16.3 Luteng Tuliao Traffic Paint Product and Services

2.16.4 Luteng Tuliao Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.16.5 Luteng Tuliao Recent Developments/Updates

2.17 Zhejiang Yuanguang

2.17.1 Zhejiang Yuanguang Details

2.17.2 Zhejiang Yuanguang Major Business

2.17.3 Zhejiang Yuanguang Traffic Paint Product and Services

2.17.4 Zhejiang Yuanguang Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.17.5 Zhejiang Yuanguang Recent Developments/Updates

2.18 Rainbow Brand

2.18.1 Rainbow Brand Details

2.18.2 Rainbow Brand Major Business

2.18.3 Rainbow Brand Traffic Paint Product and Services

2.18.4 Rainbow Brand Traffic Paint Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.18.5 Rainbow Brand Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: TRAFFIC PAINT BY MANUFACTURER

- 3.1 Global Traffic Paint Sales Quantity by Manufacturer (2020-2025)
- 3.2 Global Traffic Paint Revenue by Manufacturer (2020-2025)
- 3.3 Global Traffic Paint Average Price by Manufacturer (2020-2025)
- 3.4 Market Share Analysis (2024)
 - 3.4.1 Producer Shipments of Traffic Paint by Manufacturer Revenue (\$MM) and Market Share (%): 2024
 - 3.4.2 Top 3 Traffic Paint Manufacturer Market Share in 2024
 - 3.4.3 Top 6 Traffic Paint Manufacturer Market Share in 2024
- 3.5 Traffic Paint Market: Overall Company Footprint Analysis
 - 3.5.1 Traffic Paint Market: Region Footprint
 - 3.5.2 Traffic Paint Market: Company Product Type Footprint
 - 3.5.3 Traffic Paint 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 Traffic Paint Market Size by Region
 - 4.1.1 Global Traffic Paint Sales Quantity by Region (2020-2031)
 - 4.1.2 Global Traffic Paint Consumption Value by Region (2020-2031)
 - 4.1.3 Global Traffic Paint Average Price by Region (2020-2031)
- 4.2 North America Traffic Paint Consumption Value (2020-2031)
- 4.3 Europe Traffic Paint Consumption Value (2020-2031)
- 4.4 Asia-Pacific Traffic Paint Consumption Value (2020-2031)
- 4.5 South America Traffic Paint Consumption Value (2020-2031)
- 4.6 Middle East & Africa Traffic Paint Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Traffic Paint Sales Quantity by Type (2020-2031)
- 5.2 Global Traffic Paint Consumption Value by Type (2020-2031)
- 5.3 Global Traffic Paint Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Traffic Paint Sales Quantity by Application (2020-2031)
- 6.2 Global Traffic Paint Consumption Value by Application (2020-2031)
- 6.3 Global Traffic Paint Average Price by Application (2020-2031)

7 NORTH AMERICA

- 7.1 North America Traffic Paint Sales Quantity by Type (2020-2031)
- 7.2 North America Traffic Paint Sales Quantity by Application (2020-2031)
- 7.3 North America Traffic Paint Market Size by Country
 - 7.3.1 North America Traffic Paint Sales Quantity by Country (2020-2031)
 - 7.3.2 North America Traffic Paint Consumption Value by Country (2020-2031)
 - 7.3.3 United States Market Size and Forecast (2020-2031)
 - 7.3.4 Canada Market Size and Forecast (2020-2031)
 - 7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

- 8.1 Europe Traffic Paint Sales Quantity by Type (2020-2031)
- 8.2 Europe Traffic Paint Sales Quantity by Application (2020-2031)
- 8.3 Europe Traffic Paint Market Size by Country
 - 8.3.1 Europe Traffic Paint Sales Quantity by Country (2020-2031)
 - 8.3.2 Europe Traffic Paint Consumption Value by Country (2020-2031)
 - 8.3.3 Germany Market Size and Forecast (2020-2031)
 - 8.3.4 France Market Size and Forecast (2020-2031)
 - 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
 - 8.3.6 Russia Market Size and Forecast (2020-2031)
 - 8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Traffic Paint Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Traffic Paint Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific Traffic Paint Market Size by Region
 - 9.3.1 Asia-Pacific Traffic Paint Sales Quantity by Region (2020-2031)
 - 9.3.2 Asia-Pacific Traffic Paint Consumption Value by Region (2020-2031)
 - 9.3.3 China Market Size and Forecast (2020-2031)
 - 9.3.4 Japan Market Size and Forecast (2020-2031)
 - 9.3.5 South Korea Market Size and Forecast (2020-2031)
 - 9.3.6 India Market Size and Forecast (2020-2031)
 - 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
 - 9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America Traffic Paint Sales Quantity by Type (2020-2031)
- 10.2 South America Traffic Paint Sales Quantity by Application (2020-2031)
- 10.3 South America Traffic Paint Market Size by Country
 - 10.3.1 South America Traffic Paint Sales Quantity by Country (2020-2031)
 - 10.3.2 South America Traffic Paint Consumption Value by Country (2020-2031)
 - 10.3.3 Brazil Market Size and Forecast (2020-2031)
 - 10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Traffic Paint Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Traffic Paint Sales Quantity by Application (2020-2031)
- 11.3 Middle East & Africa Traffic Paint Market Size by Country
 - 11.3.1 Middle East & Africa Traffic Paint Sales Quantity by Country (2020-2031)
 - 11.3.2 Middle East & Africa Traffic Paint Consumption Value by Country (2020-2031)
 - 11.3.3 Turkey Market Size and Forecast (2020-2031)
 - 11.3.4 Egypt Market Size and Forecast (2020-2031)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)
 - 11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

- 12.1 Traffic Paint Market Drivers
- 12.2 Traffic Paint Market Restraints
- 12.3 Traffic Paint 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 Traffic Paint and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Traffic Paint
- 13.3 Traffic Paint Production Process

13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Traffic Paint Typical Distributors

14.3 Traffic Paint 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 Traffic Paint Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Traffic Paint Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. 3M Basic Information, Manufacturing Base and Competitors

Table 4. 3M Major Business

Table 5. 3M Traffic Paint Product and Services

Table 6. 3M Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. 3M Recent Developments/Updates

Table 8. Sherwin-Williams Basic Information, Manufacturing Base and Competitors

Table 9. Sherwin-Williams Major Business

Table 10. Sherwin-Williams Traffic Paint Product and Services

Table 11. Sherwin-Williams Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Sherwin-Williams Recent Developments/Updates

Table 13. Swarco AG Basic Information, Manufacturing Base and Competitors

Table 14. Swarco AG Major Business

Table 15. Swarco AG Traffic Paint Product and Services

Table 16. Swarco AG Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Swarco AG Recent Developments/Updates

Table 18. Nippon Paint Basic Information, Manufacturing Base and Competitors

Table 19. Nippon Paint Major Business

Table 20. Nippon Paint Traffic Paint Product and Services

Table 21. Nippon Paint Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Nippon Paint Recent Developments/Updates

Table 23. Ennis Flint Basic Information, Manufacturing Base and Competitors

Table 24. Ennis Flint Major Business

Table 25. Ennis Flint Traffic Paint Product and Services

Table 26. Ennis Flint Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Ennis Flint Recent Developments/Updates

Table 28. TATU Basic Information, Manufacturing Base and Competitors

- Table 29. TATU Major Business
- Table 30. TATU Traffic Paint Product and Services
- Table 31. TATU Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 32. TATU Recent Developments/Updates
- Table 33. Geveko Markings Basic Information, Manufacturing Base and Competitors
- Table 34. Geveko Markings Major Business
- Table 35. Geveko Markings Traffic Paint Product and Services
- Table 36. Geveko Markings Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 37. Geveko Markings Recent Developments/Updates
- Table 38. Hempel Basic Information, Manufacturing Base and Competitors
- Table 39. Hempel Major Business
- Table 40. Hempel Traffic Paint Product and Services
- Table 41. Hempel Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 42. Hempel Recent Developments/Updates
- Table 43. KICTEC Basic Information, Manufacturing Base and Competitors
- Table 44. KICTEC Major Business
- Table 45. KICTEC Traffic Paint Product and Services
- Table 46. KICTEC Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 47. KICTEC Recent Developments/Updates
- Table 48. PPG Industries Basic Information, Manufacturing Base and Competitors
- Table 49. PPG Industries Major Business
- Table 50. PPG Industries Traffic Paint Product and Services
- Table 51. PPG Industries Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 52. PPG Industries Recent Developments/Updates
- Table 53. Zhejiang Brother Basic Information, Manufacturing Base and Competitors
- Table 54. Zhejiang Brother Major Business
- Table 55. Zhejiang Brother Traffic Paint Product and Services
- Table 56. Zhejiang Brother Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 57. Zhejiang Brother Recent Developments/Updates
- Table 58. Asian Paints PPG Basic Information, Manufacturing Base and Competitors
- Table 59. Asian Paints PPG Major Business
- Table 60. Asian Paints PPG Traffic Paint Product and Services
- Table 61. Asian Paints PPG Traffic Paint Sales Quantity (Tons), Average Price

(US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. Asian Paints PPG Recent Developments/Updates

Table 63. Reda National Basic Information, Manufacturing Base and Competitors

Table 64. Reda National Major Business

Table 65. Reda National Traffic Paint Product and Services

Table 66. Reda National Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 67. Reda National Recent Developments/Updates

Table 68. LANINO Basic Information, Manufacturing Base and Competitors

Table 69. LANINO Major Business

Table 70. LANINO Traffic Paint Product and Services

Table 71. LANINO Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 72. LANINO Recent Developments/Updates

Table 73. SealMaster Basic Information, Manufacturing Base and Competitors

Table 74. SealMaster Major Business

Table 75. SealMaster Traffic Paint Product and Services

Table 76. SealMaster Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 77. SealMaster Recent Developments/Updates

Table 78. Luteng Tuliao Basic Information, Manufacturing Base and Competitors

Table 79. Luteng Tuliao Major Business

Table 80. Luteng Tuliao Traffic Paint Product and Services

Table 81. Luteng Tuliao Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 82. Luteng Tuliao Recent Developments/Updates

Table 83. Zhejiang Yuanguang Basic Information, Manufacturing Base and Competitors

Table 84. Zhejiang Yuanguang Major Business

Table 85. Zhejiang Yuanguang Traffic Paint Product and Services

Table 86. Zhejiang Yuanguang Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 87. Zhejiang Yuanguang Recent Developments/Updates

Table 88. Rainbow Brand Basic Information, Manufacturing Base and Competitors

Table 89. Rainbow Brand Major Business

Table 90. Rainbow Brand Traffic Paint Product and Services

Table 91. Rainbow Brand Traffic Paint Sales Quantity (Tons), Average Price (US\$/Kg), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 92. Rainbow Brand Recent Developments/Updates

Table 93. Global Traffic Paint Sales Quantity by Manufacturer (2020-2025) & (Tons)

- Table 94. Global Traffic Paint Revenue by Manufacturer (2020-2025) & (USD Million)
- Table 95. Global Traffic Paint Average Price by Manufacturer (2020-2025) & (US\$/Kg)
- Table 96. Market Position of Manufacturers in Traffic Paint, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024
- Table 97. Head Office and Traffic Paint Production Site of Key Manufacturer
- Table 98. Traffic Paint Market: Company Product Type Footprint
- Table 99. Traffic Paint Market: Company Product Application Footprint
- Table 100. Traffic Paint New Market Entrants and Barriers to Market Entry
- Table 101. Traffic Paint Mergers, Acquisition, Agreements, and Collaborations
- Table 102. Global Traffic Paint Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR
- Table 103. Global Traffic Paint Sales Quantity by Region (2020-2025) & (Tons)
- Table 104. Global Traffic Paint Sales Quantity by Region (2026-2031) & (Tons)
- Table 105. Global Traffic Paint Consumption Value by Region (2020-2025) & (USD Million)
- Table 106. Global Traffic Paint Consumption Value by Region (2026-2031) & (USD Million)
- Table 107. Global Traffic Paint Average Price by Region (2020-2025) & (US\$/Kg)
- Table 108. Global Traffic Paint Average Price by Region (2026-2031) & (US\$/Kg)
- Table 109. Global Traffic Paint Sales Quantity by Type (2020-2025) & (Tons)
- Table 110. Global Traffic Paint Sales Quantity by Type (2026-2031) & (Tons)
- Table 111. Global Traffic Paint Consumption Value by Type (2020-2025) & (USD Million)
- Table 112. Global Traffic Paint Consumption Value by Type (2026-2031) & (USD Million)
- Table 113. Global Traffic Paint Average Price by Type (2020-2025) & (US\$/Kg)
- Table 114. Global Traffic Paint Average Price by Type (2026-2031) & (US\$/Kg)
- Table 115. Global Traffic Paint Sales Quantity by Application (2020-2025) & (Tons)
- Table 116. Global Traffic Paint Sales Quantity by Application (2026-2031) & (Tons)
- Table 117. Global Traffic Paint Consumption Value by Application (2020-2025) & (USD Million)
- Table 118. Global Traffic Paint Consumption Value by Application (2026-2031) & (USD Million)
- Table 119. Global Traffic Paint Average Price by Application (2020-2025) & (US\$/Kg)
- Table 120. Global Traffic Paint Average Price by Application (2026-2031) & (US\$/Kg)
- Table 121. North America Traffic Paint Sales Quantity by Type (2020-2025) & (Tons)
- Table 122. North America Traffic Paint Sales Quantity by Type (2026-2031) & (Tons)
- Table 123. North America Traffic Paint Sales Quantity by Application (2020-2025) & (Tons)

Table 124. North America Traffic Paint Sales Quantity by Application (2026-2031) & (Tons)

Table 125. North America Traffic Paint Sales Quantity by Country (2020-2025) & (Tons)

Table 126. North America Traffic Paint Sales Quantity by Country (2026-2031) & (Tons)

Table 127. North America Traffic Paint Consumption Value by Country (2020-2025) & (USD Million)

Table 128. North America Traffic Paint Consumption Value by Country (2026-2031) & (USD Million)

Table 129. Europe Traffic Paint Sales Quantity by Type (2020-2025) & (Tons)

Table 130. Europe Traffic Paint Sales Quantity by Type (2026-2031) & (Tons)

Table 131. Europe Traffic Paint Sales Quantity by Application (2020-2025) & (Tons)

Table 132. Europe Traffic Paint Sales Quantity by Application (2026-2031) & (Tons)

Table 133. Europe Traffic Paint Sales Quantity by Country (2020-2025) & (Tons)

Table 134. Europe Traffic Paint Sales Quantity by Country (2026-2031) & (Tons)

Table 135. Europe Traffic Paint Consumption Value by Country (2020-2025) & (USD Million)

Table 136. Europe Traffic Paint Consumption Value by Country (2026-2031) & (USD Million)

Table 137. Asia-Pacific Traffic Paint Sales Quantity by Type (2020-2025) & (Tons)

Table 138. Asia-Pacific Traffic Paint Sales Quantity by Type (2026-2031) & (Tons)

Table 139. Asia-Pacific Traffic Paint Sales Quantity by Application (2020-2025) & (Tons)

Table 140. Asia-Pacific Traffic Paint Sales Quantity by Application (2026-2031) & (Tons)

Table 141. Asia-Pacific Traffic Paint Sales Quantity by Region (2020-2025) & (Tons)

Table 142. Asia-Pacific Traffic Paint Sales Quantity by Region (2026-2031) & (Tons)

Table 143. Asia-Pacific Traffic Paint Consumption Value by Region (2020-2025) & (USD Million)

Table 144. Asia-Pacific Traffic Paint Consumption Value by Region (2026-2031) & (USD Million)

Table 145. South America Traffic Paint Sales Quantity by Type (2020-2025) & (Tons)

Table 146. South America Traffic Paint Sales Quantity by Type (2026-2031) & (Tons)

Table 147. South America Traffic Paint Sales Quantity by Application (2020-2025) & (Tons)

Table 148. South America Traffic Paint Sales Quantity by Application (2026-2031) & (Tons)

Table 149. South America Traffic Paint Sales Quantity by Country (2020-2025) & (Tons)

Table 150. South America Traffic Paint Sales Quantity by Country (2026-2031) & (Tons)

Table 151. South America Traffic Paint Consumption Value by Country (2020-2025) & (USD Million)

Table 152. South America Traffic Paint Consumption Value by Country (2026-2031) &

(USD Million)

Table 153. Middle East & Africa Traffic Paint Sales Quantity by Type (2020-2025) & (Tons)

Table 154. Middle East & Africa Traffic Paint Sales Quantity by Type (2026-2031) & (Tons)

Table 155. Middle East & Africa Traffic Paint Sales Quantity by Application (2020-2025) & (Tons)

Table 156. Middle East & Africa Traffic Paint Sales Quantity by Application (2026-2031) & (Tons)

Table 157. Middle East & Africa Traffic Paint Sales Quantity by Country (2020-2025) & (Tons)

Table 158. Middle East & Africa Traffic Paint Sales Quantity by Country (2026-2031) & (Tons)

Table 159. Middle East & Africa Traffic Paint Consumption Value by Country (2020-2025) & (USD Million)

Table 160. Middle East & Africa Traffic Paint Consumption Value by Country (2026-2031) & (USD Million)

Table 161. Traffic Paint Raw Material

Table 162. Key Manufacturers of Traffic Paint Raw Materials

Table 163. Traffic Paint Typical Distributors

Table 164. Traffic Paint Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Traffic Paint Picture

Figure 2. Global Traffic Paint Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Traffic Paint Revenue Market Share by Type in 2024

Figure 4. Thermoplastic Paint Examples

Figure 5. Waterbased Paint Examples

Figure 6. Solvent Based Paint Examples

Figure 7. Two-Component Road Paint Examples

Figure 8. Others Examples

Figure 9. Global Traffic Paint Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 10. Global Traffic Paint Revenue Market Share by Application in 2024

Figure 11. Roads & Streets Examples

Figure 12. Parking Lot Examples

Figure 13. Airport Examples

Figure 14. Other Examples

Figure 15. Global Traffic Paint Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 16. Global Traffic Paint Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 17. Global Traffic Paint Sales Quantity (2020-2031) & (Tons)

Figure 18. Global Traffic Paint Price (2020-2031) & (US\$/Kg)

Figure 19. Global Traffic Paint Sales Quantity Market Share by Manufacturer in 2024

Figure 20. Global Traffic Paint Revenue Market Share by Manufacturer in 2024

Figure 21. Producer Shipments of Traffic Paint by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 22. Top 3 Traffic Paint Manufacturer (Revenue) Market Share in 2024

Figure 23. Top 6 Traffic Paint Manufacturer (Revenue) Market Share in 2024

Figure 24. Global Traffic Paint Sales Quantity Market Share by Region (2020-2031)

Figure 25. Global Traffic Paint Consumption Value Market Share by Region (2020-2031)

Figure 26. North America Traffic Paint Consumption Value (2020-2031) & (USD Million)

Figure 27. Europe Traffic Paint Consumption Value (2020-2031) & (USD Million)

Figure 28. Asia-Pacific Traffic Paint Consumption Value (2020-2031) & (USD Million)

Figure 29. South America Traffic Paint Consumption Value (2020-2031) & (USD Million)

Figure 30. Middle East & Africa Traffic Paint Consumption Value (2020-2031) & (USD Million)

- Figure 31. Global Traffic Paint Sales Quantity Market Share by Type (2020-2031)
- Figure 32. Global Traffic Paint Consumption Value Market Share by Type (2020-2031)
- Figure 33. Global Traffic Paint Average Price by Type (2020-2031) & (US\$/Kg)
- Figure 34. Global Traffic Paint Sales Quantity Market Share by Application (2020-2031)
- Figure 35. Global Traffic Paint Revenue Market Share by Application (2020-2031)
- Figure 36. Global Traffic Paint Average Price by Application (2020-2031) & (US\$/Kg)
- Figure 37. North America Traffic Paint Sales Quantity Market Share by Type (2020-2031)
- Figure 38. North America Traffic Paint Sales Quantity Market Share by Application (2020-2031)
- Figure 39. North America Traffic Paint Sales Quantity Market Share by Country (2020-2031)
- Figure 40. North America Traffic Paint Consumption Value Market Share by Country (2020-2031)
- Figure 41. United States Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 42. Canada Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 43. Mexico Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 44. Europe Traffic Paint Sales Quantity Market Share by Type (2020-2031)
- Figure 45. Europe Traffic Paint Sales Quantity Market Share by Application (2020-2031)
- Figure 46. Europe Traffic Paint Sales Quantity Market Share by Country (2020-2031)
- Figure 47. Europe Traffic Paint Consumption Value Market Share by Country (2020-2031)
- Figure 48. Germany Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 49. France Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 50. United Kingdom Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 51. Russia Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 52. Italy Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 53. Asia-Pacific Traffic Paint Sales Quantity Market Share by Type (2020-2031)
- Figure 54. Asia-Pacific Traffic Paint Sales Quantity Market Share by Application (2020-2031)
- Figure 55. Asia-Pacific Traffic Paint Sales Quantity Market Share by Region (2020-2031)
- Figure 56. Asia-Pacific Traffic Paint Consumption Value Market Share by Region (2020-2031)
- Figure 57. China Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 58. Japan Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 59. South Korea Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 60. India Traffic Paint Consumption Value (2020-2031) & (USD Million)

- Figure 61. Southeast Asia Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 62. Australia Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 63. South America Traffic Paint Sales Quantity Market Share by Type (2020-2031)
- Figure 64. South America Traffic Paint Sales Quantity Market Share by Application (2020-2031)
- Figure 65. South America Traffic Paint Sales Quantity Market Share by Country (2020-2031)
- Figure 66. South America Traffic Paint Consumption Value Market Share by Country (2020-2031)
- Figure 67. Brazil Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 68. Argentina Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 69. Middle East & Africa Traffic Paint Sales Quantity Market Share by Type (2020-2031)
- Figure 70. Middle East & Africa Traffic Paint Sales Quantity Market Share by Application (2020-2031)
- Figure 71. Middle East & Africa Traffic Paint Sales Quantity Market Share by Country (2020-2031)
- Figure 72. Middle East & Africa Traffic Paint Consumption Value Market Share by Country (2020-2031)
- Figure 73. Turkey Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 74. Egypt Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 75. Saudi Arabia Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 76. South Africa Traffic Paint Consumption Value (2020-2031) & (USD Million)
- Figure 77. Traffic Paint Market Drivers
- Figure 78. Traffic Paint Market Restraints
- Figure 79. Traffic Paint Market Trends
- Figure 80. Porters Five Forces Analysis
- Figure 81. Manufacturing Cost Structure Analysis of Traffic Paint in 2024
- Figure 82. Manufacturing Process Analysis of Traffic Paint
- Figure 83. Traffic Paint Industrial Chain
- Figure 84. Sales Channel: Direct to End-User vs Distributors
- Figure 85. Direct Channel Pros & Cons
- Figure 86. Indirect Channel Pros & Cons
- Figure 87. Methodology
- Figure 88. Research Process and Data Source

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