

Global Traffic Road Marking Coatings Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G78B8C73C78EN.html>

Date: July 2024

Pages: 86

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

ID: G78B8C73C78EN

Abstracts

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

Traffic road marking coatings play a vital role in maintaining the road safety, especially in four and six-lane highways. The coatings help ensure the smooth movement of traffic, thereby reducing the number of road accidents. These coatings are easy-to-apply, UV resistant, non-toxic, environment-friendly, and corrosion resistant. Apart from traffic guidance, traffic road marking coatings also act as a tool for warning, controlling, and providing information to drivers.

The growth and economic development of a country highly rely on road and transportation. The need for constant maintenance of these roads is also increasing because they are considered as one of the most crucial public assets. This in turn, will result in an increased demand for road line marking and traffic road marking coatings. The increasing number of new road constructions will be one of the primary growth drivers for the global traffic road marking coatings market till 2023. The increasing number of newly constructed roads improve access to schools, markets, and hospitals. It also enhances the safety, level of comfort, and lower the vehicle operating costs. This in turn, will reduce the number of road accidents.

The Global Info Research report includes an overview of the development of the Traffic Road Marking Coatings industry chain, the market status of Urban Road (Paint, Thermoplastic), Expressway (Paint, Thermoplastic), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot

applications and market trends of Traffic Road Marking Coatings.

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

Key Features:

The report presents comprehensive understanding of the Traffic Road Marking Coatings 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 Traffic Road Marking Coatings 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., Paint, Thermoplastic).

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 Traffic Road Marking Coatings market.

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

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

Company Analysis: Report covers individual Traffic Road Marking Coatings

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 Traffic Road Marking Coatings. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Urban Road, Expressway).

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

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

Traffic Road Marking Coatings 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

Paint

Thermoplastic

Preformed Polymer Tape

Epoxy

Market segment by Application

Urban Road

Expressway

Others

Major players covered

Geveko Markings

LANINO

Dow Chemical Company

Sherwin-Williams Company

Asian Paints

Crown Technologies

Nippon Paint Holdings

SealMaster

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

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

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

Chapter 4, the Traffic Road Marking Coatings 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 Traffic Road Marking Coatings 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 Traffic Road Marking Coatings.

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

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