

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

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Abstracts

According to our (Global Info Research) latest study, the global Passive Daytime 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.

A passive daytime radiative cooling paint is a coating engineered to keep a surface cooler without using electricity by combining two optical functions: it reflects most incoming sunlight (so the surface absorbs very little solar heat) and it efficiently emits the surface's own heat as infrared radiation through the atmospheric "window" (roughly 8–13 μm) that can pass to the cold sky. When these effects outweigh heat gained from sunlight and from the surrounding air, the coated surface can run at or even below ambient temperature, especially under clear, dry skies. 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.

Passive daytime 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.

This report is a detailed and comprehensive analysis for global Passive Daytime 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 Passive Daytime Radiative Cooling Paint market size and forecasts, in consumption value (\$ Million), sales quantity (K Sqm), and average selling prices (US\$/Sq m), 2021-2032

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

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

Global Passive Daytime Radiative Cooling Paint market shares of main players, shipments in revenue (\$ Million), sales quantity (K Sqm), 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 Passive Daytime 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 Passive Daytime 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

Passive Daytime 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 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 Passive Daytime Radiative Cooling Paint product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Passive Daytime Radiative Cooling Paint, with price, sales quantity, revenue, and global market share of Passive Daytime Radiative Cooling Paint from 2021 to 2026.

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

Chapter 4, the Passive Daytime 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 Passive Daytime 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 Passive Daytime Radiative Cooling Paint.

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

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