

# **Automotive OEM Coatings Market Size, Share & Trends Analysis Report By Product, (Clear Coat, Base Coat, Primer, E-coat), By Resin, By Application, By Technology, By Region, And Segment Forecasts, 2024 - 2030**

<https://marketpublishers.com/r/ABDDC0115D84EN.html>

Date: July 2024

Pages: 70

Price: US\$ 5,950.00 (Single User License)

ID: ABDDC0115D84EN

## **Abstracts**

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### **Automotive OEM Coatings Market Trends**

The global automotive OEM coatings market size was estimated at USD 15.50 billion in 2023 and is projected to grow at a CAGR of 4.3% from 2024 to 2030. The market is experiencing significant growth driven by the increasing demand for commercial utility vehicles, a shift towards more efficient transportation, and a rising preference for personal automotive transport, especially in the premium vehicles segment.

Additionally, the growing demand for passenger cars and the trend towards lightweight vehicles offering lower fuel consumption and higher efficiency are creating new opportunities in the global market. Despite challenges such as high-cost raw materials, strict environmental emission standards, and concerns related to solvent-borne automotive coatings, the market is poised for growth. Furthermore, investments in R&D for new production alternatives, strategic collaborations, and new product launches are expected to drive lucrative opportunities in the global market.

The Asia Pacific region, including countries like China, India, Japan, and South Korea, dominates the market in terms of consumption. China is one of the countries with the largest consumption of market in the world. The demand for product, particularly in the passenger cars segment, is expected to increase post-recovery. This is due

Key factors such as rising investment opportunities in the Middle East and Africa and the growing demand for electric vehicles. The increase in per capita disposable incomes, especially in developing economies like China, India, and Thailand, has propelled the overall demand for passenger cars and, consequently, automotive OEM coatings.

The considerable expansion of the automotive industry, combined with the increased demand for commercial utility vehicles and energy-efficient transportation, has contributed to the growth of the automotive OEM coatings market. The production of new cars, trucks, and other vehicles boosts the demand for product, as these vehicles require coatings as part of the painting and manufacturing process. Overall, the demand for product is driven by factors such as increasing vehicle sales, rising disposable incomes, and the expansion of the automotive industry. China, as a major consumer, plays a significant role in the global market.

#### Global Automotive OEM Coatings Market Report Segmentation

This report forecasts volume & revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global automotive OEM coatings Market report based on product, resin, technology, application, and region:

##### Product Outlook (Volume, Kilotons; Revenue, USD Million, 2018 - 2030)

Clear coat

Base coat

Primer

E-coat

Others

##### Resin Outlook (Volume, Kilotons; Revenue, USD Million, 2018 - 2030)

Polyurethane

Acrylic

Epoxy

Others

Technology Outlook (Volume, Kilotons; Revenue, USD Million, 2018 - 2030)

Solvent-based

Water-based

Powder-based

Others

Application Outlook (Volume, Kilotons, Revenue, USD Million, 2018 - 2030)

Passenger Cars

Commercial Vehicles

Regional Outlook (Volume, Kilotons, Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Central & South America

Brazil

Argentina

Middle East and Africa

Saudi Arabia

South Africa

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