

Automotive OEM Coatings Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global automotive OEM coatings market size reached US\$ 7.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 9.4 Billion by 2028, exhibiting a growth rate (CAGR) of 3.7% during 2023-2028.

Automotive original equipment manufacturer (OEM) coatings refer to water-based, or solvent-based paints, that are applied for coating the surface of automobiles. They aid in increasing the durability of vehicles, enhancing their aesthetics, and protecting against extreme temperature, intense ultraviolet (UV) radiations, chemical stains, and acid rain. On account of these properties, automotive OEM coatings are extensively employed on passenger, light commercial and heavy commercial vehicles. At present, these coatings are commercially available in varying types of resin forms, such as epoxy, acrylic and polyurethane.

Automotive OEM Coatings Market Trends:

The significant growth in the automotive sector, along with the increasing demand for commercial utility vehicles and energy-efficient mobility, due to the rising environmental concerns, is one of the prime factors driving the automotive OEM coatings market toward growth. In line with this, the extensive utilization of solvent- and water-borne coatings for painting various interior elements of the vehicle, such as meter clusters, instrument panels, speaker grills, steering wheels, door trim and armrest bezels is acting as another growth-inducing factor. The integration of these components with ultraviolet (UV)-curved technologies and eco-friendly coatings is aiding in eliminating the occurrence of volatile organic compounds (VOC), which is further propelling the market

growth. Moreover, advancements in the automotive sector, along with the rising requirement for thinner film thickness, lower bake temperature and heavy-metal free formulations in the coating systems and processes are also catalyzing the market growth. Moreover, the shifting inclination of manufacturers from metals to plastic coatings on account of its durability, strength and chemical and corrosion resistance properties are contributing to the market growth. Other factors, such as strategic collaborations amongst key players and continuous investments in research and development (R&D) activities for launching novel product variants, are creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global automotive OEM coatings market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, layer, vehicle type and application.

Breakup by Type:

- Solvent Borne
- Waterborne
- Powdered
- Others

Breakup by Layer:

- Primer
- Basecoat
- Electrocoat
- Clearcoat

Breakup by Vehicle Type:

- Passenger Cars
- Light Commercial Vehicles
- Heavy Commercial Vehicles
- Others

Breakup by Application:

Interior

Exterior

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Akzo Nobel N.V., Arkema S.A., Axalta Coating Systems Ltd., BASF SE, Berger Paints India Limited, Covestro AG, Kansai Paint Co. Ltd., KCC Corporation, Nippon Paint Holdings Co. Ltd., PPG Industries Inc., The Lubrizol Corporation and The Sherwin-Williams Company.

Key Questions Answered in This Report:

How has the global automotive OEM coatings market performed so far and how will it

perform in the coming years?

What has been the impact of COVID-19 on the global automotive OEM coatings market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the layer?

What is the breakup of the market based on the vehicle type?

What is the breakup of the market based on the application?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global automotive OEM coatings market and who are the key players?

What is the degree of competition in the industry?

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