

Decorative Coatings Market Report by Technology (Waterborne Coatings, Solvent-borne Coatings, Powder Coatings), Product (Primer, Enamel, Emulsions, and Others), Resin Type (Acrylic, Polyurethane, Alkyd, Vinyl, Epoxy, and Others), Coating Type (Interior, Exterior), Application (Residential, Commercial), and Region 2024-2032

<https://marketpublishers.com/r/D95D99A072FEEN.html>

Date: April 2024

Pages: 137

Price: US\$ 3,899.00 (Single User License)

ID: D95D99A072FEEN

Abstracts

The global decorative coatings market size reached US\$ 70.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 97.4 Billion by 2032, exhibiting a growth rate (CAGR) of 3.61% during 2024-2032.

Decorative coatings are used on the interior and exterior surfaces of different structures to enhance their aesthetics and protect them against moisture, ultraviolet (UV) radiations, corrosion, blistering, chalking, fading, and peeling. They have anti-slip, anti-graffiti, anti-microbial, urine repellent, and scratch and fire-resistant properties. Besides this, as they offer bright colors to metal and plastic substrates and assist in light absorption and insulation, decorative coatings are utilized in the commercial, industrial, and residential sectors around the world.

Decorative Coatings Market Trends:

Rapid infrastructural development across the globe represents one of the key factors stimulating the growth of the market. Moreover, leading players operating in the industry are focusing on product innovations to offer a better customer experience. They are also engaging in partnerships and collaborations to increase their brand presence. Apart from this, decorative coatings find extensive applications in mobile phones, computers, cameras, watches, door handles, eyewear, furniture, automotive parts, and

bathroom equipment. They are also utilized in transparent glass-ceramic cookers and packaging materials that are employed in the food and beverage (F&B) industry. In addition, water-based decorative coating additives aid in color tinting or enhancing the luster of textiles with fabric dyes and preventing oxidation of metal substrates using rust inhibitors. Moreover, there is a considerable rise in the number of people using adornment made from plastics or paper machetes on account of the increasing costs of gold and other precious metals. This, along with the rising demand for eco-friendly decorative coatings, is driving the market. Furthermore, increasing renovations and refurbishments of homes and offices, coupled with the increasing trend of do-it-yourself (DIY) among individuals, are impelling the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global decorative coatings market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on technology, product, resin type, coating type and application.

Breakup by Technology:

- Waterborne Coatings
- Solvent-borne Coatings
- Powder Coatings

Breakup by Product:

- Primer
- Enamel
- Emulsions
- Others

Breakup by Resin Type:

- Acrylic
- Polyurethane
- Alkyd
- Vinyl
- Epoxy
- Others

Breakup by Coating Type:

Interior
Exterior

Breakup by Application:

Residential
Commercial

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, Ashland Global Holdings Inc., Asian Paints Limited, Axalta Coating Systems Ltd., BASF SE, Berger Paints India Limited, Clariant AG, Eastman Chemical Company, Kansai Paint Co. Ltd., KCC Corporation, Nippon Paint Holdings Co. Ltd., PPG Industries Inc., RPM International Inc. and The Sherwin-Williams Company.

Key Questions Answered in This Report

1. What was the size of the global decorative coatings market in 2023?
2. What is the expected growth rate of the global decorative coatings market during 2024-2032?
3. What are the key factors driving the global decorative coatings market?
4. What has been the impact of COVID-19 on the global decorative coatings market?
5. What is the breakup of the global decorative coatings market based on the technology?
6. What is the breakup of the global decorative coatings market based on the product?
7. What is the breakup of the global decorative coatings market based on the application?
8. What are the key regions in the global decorative coatings market?
9. Who are the key players/companies in the global decorative coatings market?

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