

Mexico Paints and Coatings Market Size, Share, Trends and Forecast by Product, Material, Application, and Region, 2026-2034

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Abstracts

The Mexico paints and coatings market size reached USD 2.3 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 3.8 Billion by 2034 , exhibiting a growth rate (CAGR) of 5.09% during 2026-2034 . The market is experiencing significant growth mainly driven by increasing demand for environmentally friendly products, infrastructure improvements, and construction activities. Accordingly, new developments in water-based and low-VOC formulations for use in commercial, industrial, and residential settings are also favorably influencing the market expansion.

MEXICO PAINTS AND COATINGS MARKET TRENDS:

Growing Consumer Interest in Eco-Friendly and Low-VOC Products

The increased focus is significantly impacting product innovation in Mexico's paint and coatings sector on sustainability. Low-VOC and eco-friendly formulations are becoming popular due to strict environmental restrictions and rising consumer demand for non-toxic, low-odor goods. The shift is one of the main drivers of the Mexico paints and coatings market share, with manufacturers employing bio-based materials and waterborne technologies to keep pace with evolving standards. The use of sustainable coatings in the commercial, industrial, and residential sectors is also being fueled by energy-efficient construction and green building certifications. Growing consumer awareness and stricter environmental regulations are driving demand for sustainable formulations across industrial, commercial, and decorative applications. A notable example is Arkema's participation in LACS 2024, scheduled to take place in Mexico City from July 23 to 25, where the company plans to showcase a wide range of environmentally responsible technologies and solutions. These include low-VOC

adhesives, sealants, building coatings, and decorative paints designed to support clients' goals around decarbonization, circularity, and overall sustainability. The increasing emphasis on eco-friendly ingredients, recyclable packaging, and low-emission products is reshaping purchasing decisions and supplier priorities. This change in demand among consumers and conformity with regulation will remain a key force behind Mexico paints and coatings market growth over the coming years.

Increase in Utilization of Powder Coating

Powder coatings are becoming a growing trend in Mexico, particularly in industrial and architectural settings, due to their exceptional cost-effectiveness, durability, and resistance to corrosion. For instance, on March 12, 2024, Brazilian company WEG S.A. announced a R\$100 million (approximately USD 20 Million) investment in a new industrial liquid paints factory in Atotonilco de Tula, Mexico. The facility, spanning approximately 5,300 m² (57,000 ft²), aims to expand WEG Coatings' production capacity to serve the North and Central American markets, with operations expected to commence in early 2026. Powder coatings are a popular choice for projects that care about the environment because they don't use solvents, produce little waste, and release almost no volatile organic compounds (VOCs). Their attractiveness in the infrastructure, metal furniture, appliance, and automotive sectors is increased by their capacity to deliver consistent finishes free of drips or runs. In order to satisfy demand from the mining, transportation, and construction industries, local manufacturers and applicators are also investing in cutting-edge powder coating technology. Moreover, the simplicity of recyclability and the potential for automation in application procedures are promoting widespread adoption across high-volume production lines. As regulatory bodies continue to support sustainable industrial practices, the role of powder coatings is expected to expand significantly in the Mexico paints and coatings market outlook.

MEXICO PAINTS AND COATINGS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on product, material, and application.

Product Insights:

Waterborne Coatings

Solvent-borne Coatings

Powder Coatings

High Solids/Radiation Curing

Others

The report has provided a detailed breakup and analysis of the market based on the product. This includes waterborne coatings, solvent-borne coatings, powder coatings, high solids/radiation curing, and others.

Material Insights:

Acrylic

Alkyd

Polyurethane

Epoxy

Polyester

Others

A detailed breakup and analysis of the market based on the material have also been provided in the report. This includes acrylic, alkyd, polyurethane, epoxy, polyester, and others.

Application Insights:

Architectural and Decorative

Non-Architectural

Automotive and Transportation

Wood

General Industrial

Marine

Protective

Others

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes architectural and decorative, and non-architectural (automotive and transportation, wood, general industrial, marine, protective, and others).

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico paints and coatings market performed so far and how will it

perform in the coming years?

What is the breakup of the Mexico paints and coatings market on the basis of product?

What is the breakup of the Mexico paints and coatings market on the basis of material?

What is the breakup of the Mexico paints and coatings market on the basis of application?

What is the breakup of the Mexico paints and coatings market on the basis of region?

What are the various stages in the value chain of the Mexico paints and coatings market?

What are the key driving factors and challenges in the Mexico paints and coatings?

What is the structure of the Mexico paints and coatings market and who are the key players?

What is the degree of competition in the Mexico paints and coatings market?

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