

Powder Coating Market Report by Resin Type (Thermoset, Thermoplastic), Coating Method (Electrostatic Spray, Fluidized Bed), Application (Consumer Goods, Appliances, Automotive, Architectural, Agriculture, Construction and Earthmoving Equipment (ACE), General Industries, and Others), and Region 2024-2032

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Abstracts

The global powder coating market size reached US\$ 14.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 23.2 Billion by 2032, exhibiting a growth rate (CAGR) of 4.9% during 2024-2032.

Powder coating refers to a high-quality, dry finishing technique wherein fine particles of paints are electro-statically charged and sprayed on various components to form a uniform layer of coat. It involves pre-mixing, melting, extrusion, cooling, crushing, classifying, and controlling epoxy, polyester resins, pigments, and brightening agents as some of the steps followed in the manufacturing process. Powder coating aids in ensuring a polished finishing of different items, maintaining the gloss of product, and protecting machinery from corrosion, scratches, fading, and chipping. Apart from this, powder coating is cost-effective and eco-friendly in nature, due to which it is extensively used for coating non-metallic substrates and household goods. At present, it is commercially available in thermoset, thermoplastic and polyvinylidene fluoride (PVDF) resin types.

Powder Coating Market Trends:

The widespread adoption of powder coating across various industrial verticals can be attributed to the increasing need for effective, non-volatile organic compounds and

solvent-free coating formulations. This, in turn, represents a key factor driving the market growth. In line with this, the rising environmental concerns have prompted governments of various countries to undertake green initiatives promoting the uptake of eco-friendly coating substances, such as powder coating, to minimize the instances of fire hazards, which is supporting the market growth. Additionally, the ongoing construction activities and the continuous establishment of several commercial and residential buildings have further supplemented the deployment of powder coating for polishing or refinishing furniture and consumer electronics, such as refrigerators and door handles, which is acting as another growth-inducing factor. Besides this, the increasing utilization of powder coating in the automotive industry for glazing wheel rims, structural components, radiator grills, bumpers, and horns are also propelling the market growth. Other factors, such as strategic collaborations amongst key players and extensive investments in research and development (R&D) activities to introduce high performance, anti-bacterial powder coating, are contributing to the market growth.

Key Market Segmentation:

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

Breakup by Resin Type:

- Thermoset
- Epoxy
- Polyester
- Epoxy Polyester Hybrid
- Acrylic
- Thermoplastic
- Polyvinyl Chloride (PVC)
- Nylon
- Polyolefin
- Polyvinylidene Fluoride (PVDF)

Breakup by Coating Method:

- Electrostatic Spray
- Fluidized Bed

Breakup by Application:

Consumer Goods

Appliances

Automotive

Architectural

Agriculture, Construction and Earthmoving Equipment (ACE)

General Industries

Others

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., Axalta Coating Systems Ltd., BASF SE, Berger Paints India Limited, Covestro AG, Evonik Industries AG, Jotun A/S, Kansai Paint Co. Ltd., KCC Corporation, Nippon Paint Holdings Co. Ltd., PPG Industries Inc., RPM International Inc., SOMAR Corporation and The Sherwin-Williams Company.

Key Questions Answered in This Report:

How has the global powder coating market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global powder coating market?

What are the key regional markets?

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

What is the breakup of the market based on the coating method?

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 powder coating market and who are the key players?

What is the degree of competition in the industry?

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