

# Global Decorative Coating Market - Forecasts from 2018 to 2023

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## Abstracts

The global decorative coating market is estimated to grow to US\$103.548 billion by 2023, increasing from US\$76.900 billion in 2017 at a CAGR of 5.08% over the forecast period. Enhanced durability and appearance of the surface and weather protection are some of the factors boosting the demand for decorative coatings from the real state industry over the forecast period. Additionally, rising disposable income across the globe, increased awareness among consumers about decorative designs and the growing craze for interior designing are further expected to drive the market growth. Significant infrastructure development in emerging economies of Asia Pacific coupled with rising spending in current fiscal budgets by the government of India and China are the key factors behind the growth of decorative coating market in this region. However, harmful environmental effects by solvent-borne coatings coupled with stringent environmental regulations are expected to serve as a key market challenge over the next five years.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies

and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the Global Decorative Coating value chain. Last step involves complete market engineering which includes analysing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the market.

Major industry players profiled as part of the report are Masco Corporation, Jotun, DAW SE and Akzo Nobel N.V. among others

## Segmentation

The Global Decorative Coating market has been analysed through following segments:

### By Formulation

Water Based

Solvent Based

Powder Based

### By Type

Emulsion

Primer

Enamel

Distemper

Others

## By Application

Concrete

Walls

Wood

Interior Fittings

Others

## By Geography

### North America

United States

Canada

Mexico

Others

### Europe

Germany

France

Italy

Spain

UK

Others

## Asia Pacific

India

China

Japan

Australia

Others

## Middle East and Africa

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Israel

Others

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Others

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